Cultivate'14™
An AmericanHort Experience

July 12-15, 2014
Greater Columbus Convention Center
Columbus, Ohio USA

Exhibitor Service Kit

Retail Terrace

This is your one-stop shop for information on submitting the artwork for Marketing Panel Graphics (included with your exhibit), shipping your exhibit, and for ordering exhibit furnishings, food, and more.

Be sure to review all of the information carefully as this kit contains the rules and regulations inherent with exhibiting at Cultivate'14.

Order Services

- Labor & Exhibit furnishings
- Cleaning services
- Audio/Visual Services and Equipment
  Bartha
  Order by Phone: 614-252-7455
- Photography
  Dallager Photography
  Order by Phone: 614-402-3806
- Food & Beverage Services

General Information

- Cultivate'14 Quick Facts
- Exhibitor Checklist
- Marketing Panel Graphics
  Artwork Due May 2
- AmericanHort Exhibitor Rules & Regulations
- Shipping and Transportation
- Move-In, Parking, Storage, Move-Out
- Commonly Asked Questions
- Lead Retrieval Success Kit

If you have any questions about the information in this kit please contact:

Sherry L. Johnson, CMP
Vice President - Knowledge & Business Advancement
SherryJ@AmericanHort.org
Phone: 614-884-1144

Tracy Phillips
Exhibit Sales Representative
TracyP@AmericanHort.org
Phone: 614-884-1141

Aubrey Ballinger
Retail Strategist
AubreyB@AmericanHort.org
Phone: 614-884-1204

Order Service Online at Cultivate14.org/Kit

Exhibit Services Provided By:

Official Service Contractor

GEORGE fern EXPOSITION & EVENT SERVICES

GREATER COLUMBUS CONVENTION CENTER

bartha

aramark

MYS Map Your Show℠ manage. exhibit. attend.

Cultivate'14
An AmericanHort Experience

Quick Facts
Retail Terrace

Show Management

Sherry L. Johnson, CMP
Vice President - Knowledge & Business Advancement
SherryJ@AmericanHort.org
Phone: 614-884-1144

Tracy Phillips
Exhibit Sales Representative
TracyP@AmericanHort.org
Phone: 614-884-1141

Aubrey Ballinger
Retail Strategist
AubreyB@AmericanHort.org
Phone: 614-884-1204

www.AmericanHort.org/Cultivate
Phone: 614-487-1117
Fax: 614-487-1216

Show Location

Greater Columbus Convention Center
@Battelle Hall
400 North High Street
Columbus, OH 43215 USA
Phone: 614-827-2500

Show Days and Hours

Sunday, July 13	9:30 a.m. to 5 p.m.
Monday, July 14	9 a.m. to 5 p.m.
Tuesday, July 15	9 a.m. to 2 p.m.

Move In

Thursday, July 10	8 a.m. to 5 p.m.
Friday, July 11	8 a.m. to 5 p.m.
Saturday, July 12	8 a.m. to 5 p.m.

Exhibit setup must be completed by 5 p.m. Saturday, July 12. Exhibitors who need additional time to set up should contact show management no later than June 20.

Move Out

Tuesday, July 15 - After 2 p.m.
Exhibitors moving out on Tuesday **must use the Marshaling Yard.**

Exhibitors who move out prior to the official close of the trade show may be barred from exhibiting at future AmericanHort events.

Carpet Tape

Battelle Hall is already carpeted. Additional carpet and carpet tape is not permitted.

Exhibitor Work Pass

Exhibitors MUST have their exhibitor badge and a photo ID during tear down. You will not be permitted in the facility without these two items.

Work passes for installation and dismantling of exhibits will be available at the Fern Service Desk on-site.

Official Service Contractor

Garry Bennett, Nancy Guy, or Henry Yellman
Fern Exposition
cincinnati@fernexpo.com
Phone: 513-333-7060
Fax: 513-333-7067

Exhibit Structure

Hardwall Panel System. Please see provided diagram.

Amenities Included with Exhibit Space

- WiFi Internet Access
- Electricity Service
- Lead Retrieval
- Material Handling (Drayage)
- Two Marketing Panel Graphics per 10' Exhibit

Cultivate'14
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Exhibitor Checklist
Retail Terrace

☐	Deadline	Service	Service Provider	Notes
☐	Opened March 11	Exhibitor Registration	Cultivate14.org/Reg	
☐	May 2	Marketing Panel Graphics Due	Fern Exposition & Event Services	
✓	June 12	Lead Retrieval	Express Leads	Included w/Exhibit Space
☐	June 17	Exhibitor Hotel Reservations	Cultivate14.org/Reg	
☐	June 20	Furniture/Tables/Accessories Rental	Fern Exposition & Event Services	
☐	June 20	Labor Services	Fern Exposition & Event Services	
✓	June 20	Electrical	Columbus Convention Center	Included w/Exhibit Space
☐	June 20	Cleaning	Columbus Convention Center	
✓	June 20	Internet	Columbus Convention Center	Included w/Exhibit Space
☐	June 20	Audio/Visual Equipment Rental	Bartha	
☐	June 20	Photography	Dallager Photography	
☐	Arrive by July 9	Shipping to Advance Warehouse	Domestic - Fern Transportation International - Kuehne + Nagel Inc	

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Move-In, Parking, Storage, Move-Out
Retail Terrace

Move-In, Parking, Storage

Move-in hours

Thursday, July 10 8 a.m. to 5 p.m.
Friday, July 11 8 a.m. to 5 p.m.
Saturday, July 12 8 a.m. to 5 p.m.

Booths must be completed by 5 p.m. on July 12.

Parking

Click here to view the parking and facilities guide.

Storage

Material handling charges (drayage) for inbound shipments includes storage of empty containers. Empty containers must be labeled with "Empty Stickers."

If your company brought its own shipment into the facility, Fern cannot store your empty cartons or cases. You must load your empties back on your truck.

Move-Out

Exhibitor Badges & Work Passes

Exhibitors MUST have their exhibitor badge and a photo ID during tear down. You will not be permitted in the facility without these items.

Work passes for labor assisting with move-out must be worn and are available at the Fern Service Desk.

Move-Out Process

- 2 p.m. - The exhibit officially closes.
- 2 -6 p.m. - Empty cartons and crates returned to your exhibit space. For your convenience you can leave your name and number at the service desk and you will be notified when your empties are returned.

Move-Out Procedure

1. All vehicles/transport must utilize the Marshalling Yard to gain access to loading docks. Additional details on Marshalling Yard are below.
2. Pack your exhibit space completely.
3. Once a Fern representative verifies that the exhibit is packed and prepped for transport your vehicle will be cleared to leave the Marshalling Yard and given loading dock access.

Marshalling Yard

A marshalling yard will be utilized to increase the efficiency of move-out and ease congestion at the loading docks. All vehicles/transport (including Personal Occupancy Vehicles, POVs) needing access to the loading docks must check-in the marshalling yard first. Vehicles/transport will assigned a number and will be cleared to proceed to the loading docks as space permits. Waiting time at the Marshalling Yard should be anticipated. Waiting times will vary depending on many factors.

The marshaling yard is located in the East Lot at the corner of Fourth Street and Mount Vernon Avenue. Click here for a map.

Retrieval of Empty Cartons, Tools, Carts etc

To retrieve items needed for move-out from storage in your vehicle:

1. Get a temporary dock pass from the Fern representative in the Marshalling Yard. The temporary pass is only good from 8 a.m. - 12:30 p.m.
2. Proceed to the loading docks to unload your empty containers and/or tools. This is short-term unloading only and will be strictly enforced.

Selling Your Exhibit Booth Materials

1. You must provide the buyer with an itemized Bill of Sale. This form will be distributed to your exhibit space and is available at the Fern Service Desk.
2. After the close of the show materials must be tagged with the buyer's name.
3. Buyers are not able to access loading docks until 7 p.m. on Tuesday, July 15. IMPORTANT NOTICE: Theft of materials is an issue. To prevent theft it is recommended that exhibit personnel remain in the exhibit space until materials can be removed from the exhibit hall.

Cultivate'14
An AmericanHort Experience

Commonly Asked Questions
Retail Terrace

What amenities are included with my exhibit space?

- WiFi Internet Access
- Electricity Service
- Lead Retrieval
- Material Handling (Drayage)
- Two Marketing Panel Graphics per 10' Exhibit

What kind of tape may be used to secure carpeting?

Battelle Hall is carpeted. Additional carpet is not permitted in Battelle Hall.

What is drayage?

Drayage fees are included in the cost of exhibiting for those in the Retail Terrace. Drayage is the handling of shipments and collateral materials upon their arrival at the exhibit hall.

This includes:

- Labor and equipment to marshal the vehicles.
- Labor and equipment to unload and deliver the materials to the booth and check the shipment against the Bill of Lading.
- Labor and equipment to pick up the empty shipping containers and load them onto trucks for storage during the show.
- Trucks and drivers to haul the empty containers to an off-site storage facility if necessary.
- Rental of the off-site facility if necessary.
- Trucks and drivers to return the empty containers from the off-site storage facility to the exhibit hall at the end of the show.
- Labor and equipment to unload the empty containers from the trucks and redeliver them to the proper booths.
- Labor and equipment to pick up the re-packed materials, check them against the shipping papers, and re-load them into trucks for outbound shipment.
- Labor and equipment to marshal the vehicles during the outbound movement.

What do I do with sold materials at the end of the event?

Selling Your Exhibit Materials

- You must provide the buyer with an itemized Bill of Sale. This form will be distributed to your exhibit space and is available at the Fern Service Desk.
- After the close of the show materials must be tagged with the buyer's name.
- Buyers are not able to access loading docks until 7 p.m. on Tuesday, July 15. IMPORTANT NOTICE: Theft of materials is an issue. To prevent theft it is recommended that exhibit personnel remain in the exhibit space until materials can be removed from the exhibit hall.

Who can help with booth tear down?

Only exhibitors are permitted on the show floor beginning at 2 p.m. on Tuesday, July 15. **You MUST have your Exhibitor Badge visible at all times. You will not be able to re-enter the building without it - so if you go to your hotel room to change into other clothes for move out you MUST have your badge to get back in.** Exhibitors found to be releasing badges to those not registered, or wearing a badge bearing another's name, will be barred from further entrance or exhibiting at future events.

I need to organize a meeting during Cultivate. What is the procedure?

Cultivate is the place to do business. Whether you're planning a meeting for 2 or 200+ we have options to fit your needs. For details on meeting space and planning guidelines click here.

Cultivate'14
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Exhibitor Rules & Regulations
Retail Terrace

Cubic Content - Modified
Under the cubic content rule, each exhibitor may build right up to the front of their booth, up the maximum allowable height of 7 feet. No portion of your display or structure may extend into the aisle, including air space above the aisle. This rule allows exhibitors to make maximum use of their booth space.

All visible sides of booth (including exposed framework) must be finished in a professional manner. Show management reserves the right to have finishing done, with the exhibitor responsible for charges incurred. Signs, displays material, products, tables, or lights cannot protrude into the aisles or encroach upon neighboring booths, nor exceed the height limitations for your display area. Any obstructions that are placed in the aisle, passageways, or exits will be removed.

Service Contractor
George Fern Expositions & Event Services (Fern) is the official service contractor for Cultivate. Fern will provide all usual trade show services (furniture, special decoration, art and sign work, etc.), including labor. The exhibitor may appoint an outside independent contractor to install and dismantle only the exhibitor's display. See Outside Contractor information below.

Outside Contractor
Any exhibitor wishing to use a firm other than the official service contractor (Fern) must notify show management and Fern in writing, by completing and returning the Independent Display House Contractors Form included in the service kit which will be available online in April, 2014.

Carpet
Not permitted in Battelle Hall.

Work Pass
Work passes for installation and dismantling of exhibits will be available at the Fern Service Desk on-site.

Pallet Jacks
Exhibitors may use their own manual pallet jacks for set up and tear down. No power pallet jacks are permitted.

Marketing Panel Materials
Included with your space are two reusable 3' x 8' marketing panels that are yours to take after the show is over. The graphics are being supplied by Fern and are due by May 2nd. Contact Nancy Guy (nguy@fernexpo.com) to supply the graphics for these panels. Any additional signage being utilized must be contained within the purchased exhibit space and not to exceed 7' in height and cannot be hung from the ceiling or attached to the provided panels. It is at the exhibitors' disclosure if they are to be placed in front of the 3'x 8'panels that showcase the printed marketing material. All banners or signage and other decorative materials shall be noncombustible or declared flame retardant with a certificate from the manufacturer.

Graphics on Neighbors Side
Outer surfaces (such as the backside of banners or signs or any common border facing a neighboring booth) may not contain any trade names, logos, product or company name, or other identification that would face directly into a neighboring exhibitors booth.

Signs, display material, products, or tables cannot protrude into the aisles or encroach upon neighboring booths, nor exceed the height limitations for your display area (7 feet). Any obstructions placed in the aisle, passageways, or exits will be removed

Laser Logos
Laser logos may not be projected outside of an exhibiting booth.

Video Recordings
No exhibit or event presented at Cultivate'14 shall be video taped, broadcast, or recorded for commercial use, sale, or distribution of any kind without prior consent of AmericanHort.

Projection of Pictures
Showing of projected pictures (videos, holograms, slides, transparencies, opaque material, etc.) will only be permitted within the confines of the exhibitor's booth. Exhibitors shall be required to provide adequate viewing space exclusive of aisle space for all video, computer, or audio visual presentations.

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Exhibitor Rules & Regulations
Retail Terrace

Electric
Service of electric is included with your booth purchase. There will be one outlet for each booth. If you need high powered electrical service, this can be ordered through the Greater Columbus Conventions Center

The Growers View area has no electric and none can be ordered or provided.

Chemical Containers
Any exhibitors who have chemicals in their product lines should display empty containers in their show booth. This will eliminate any health hazards and possible liability risks due to accidental spills or other accidents, which would expose these chemicals to show workers, exhibitors, or show attendees.

Fire, Safely, and Health
1. All material used in the construction and decorating of an exhibit must be fire retardant. This includes, but is not limited to scenery, backdrops, display boxes, signs.
2. Each Exhibitor must, upon request by an AmericanHort member or an AmericanHort agent or designee, produce a certificate of flame retardation.
3. Exhibitors agree to comply with all local, city and state fire, safety and health ordinances.
4. All nursery stock must be balled and burl aped or containerized.
5. Fresh cut greens (i.e. pine roping) must be made fire retardant. You can purchase the spray/paint at any fire protection store. Bring the spray can or the label from the can. It makes it easier for the Inspector to give approval.
6. No vehicles are permitted.
7. All mulch (whether on the floor or in display bins/containers) must be watered daily. Thus, plastic must protect the floor. Water and/or ice will be available in the loading dock area. Exhibitors must provide their own sprinkling cans and/or other containers for transporting water or ice to your booth.

Multi-Level Exhibits
Multi-level exhibits are not permitted.

Finished Appearance
Any portion of an exhibitor's display which extends or protrudes above or beyond that of the booth adjoining to the rear or side must, at the exhibitor's expense, be completely smooth, flush-finished with no exposed frame work and painted white. It must be finished in such a manner as not to be unsightly to exhibitors in the adjoining booth or others. AmericanHort reserves the right to make judgment as to whether a booth shall be finished on-site.

If such surfaces remain unfinished at 5 p.m., July 12, 2014, AmericanHort shall authorize the official service contractor to effect the necessary finishing, and the exhibitor must pay all charges involved thereby.

Outer surfaces may not contain any trade names, logos, product, company, or other identification, except when located on a cross aisle. Products, equipment, or company identification may not be displayed so that it faces directly into a neighboring exhibitor's booth.

Signs, display material, products, or tables cannot protrude into the aisles or encroach upon neighboring booths, nor exceed the height limitations for your display area. Any obstructions that are placed in the aisle, passageways, or exits will be removed.

Booth Activities
AmericanHort reserves the right to restrict exhibits which, because of noise, methods of operation, materials, or for any reason becomes objectionable, and also to prohibit or evict any exhibit which, in the opinion of AmericanHort, may detract from the general character of the show as a whole.

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Misconduct
Any detrimental conduct including but not limited to abusive language, threats, assault, vandalism, theft, and similar acts will result in the immediate removal of the offender from the premises. In cases of violation of the law, charges may be filed for prosecution. Misconduct may result in potential loss of current or future exhibiting opportunities. AmericanHort will not be liable for any refunds, rentals, or other exhibit expenses due to eviction or misconduct of exhibitors.

Materials Distribution
The distribution of any printed materials, samples, or other promotional items are restricted to the confines of each company's exhibit space. Apart from the specific display space for which an exhibiting company has contracted with AmericanHort, no part of the Columbus Convention Center or its grounds may be used by any organization other than AmericanHort for display purposes. Also not allowed are booth sales, advertising sales, or solicitation for any competitive trade show, conference, magazine, or newspaper, or any other promotional solicitation not expressly approved by AmericanHort.

Music and Amplification
Due to ASCAP licensing requirements and U.S. copyright laws, no live or recorded music will be permitted in the exhibit hall without proof of appropriate licensing. Be prepared to provide said proof. This rule includes background music and audiovisual presentations.

The use of amplification, recordings, videos, slides, or other audiovisual devices is permissible; however, the sound volume of any such device must not exceed that of normal conversation voice level or be objectionable to neighboring exhibitors.

Americans with Disabilities Act
a. Exhibitors bear sole responsibility for ensuring their exhibit/booth complies with the Americans with Disabilities Act (ADA) and any regulations under that Act.
b. A copy of Public Law 101.336 [S.993] American Disabilities Act of 1990 is available upon request from the Department of Justice.

Use of Space
a. Exhibitor's use of their assigned space is a privilege that is specific to that Exhibitor alone.
b. Exhibitors are forbidden from assigning, subletting or dividing any part of their allotted space to another Exhibitor.
c. Exhibitors may only display or otherwise market or sell goods/services that are part of such Exhibitor's regular business.
d. Exhibitors may not conduct or participate in any activity likely to exceed the boundaries of their assigned space or that is likely to interfere with the use and enjoyment of another Exhibitor's space.

Non-Compete Rule — Exhibitor Event Conflicts
Exhibitors will not schedule any receptions, hospitality suites, social functions, exhibits, product demonstrations, training sessions, or other events or functions for attendees or potential attendees outside of their exhibit booth(s) during Cultivate'14 (conference and exhibit hours listed below). However, exhibitors may conduct sales meetings, technical seminars, or training for their own sales staff.

Cultivate'14 Conference Hours

July 12	7 a.m. – 6 p.m.
July 13	9:30 a.m. – 5 p.m.
July 14	9 a.m. – 5 p.m.
July 15	9 a.m. – 2 p.m.

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Exhibitor Rules & Regulations
Retail Terrace

Sale of Exhibit Materials – Taxes and Licenses

Exhibitors shall obtain any licenses, permits, or approvals required under federal, state, or local tax laws as applicable to their activity at the trade show. The exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any government entity in connection with their activities at the trade show. Federal tax law permits exhibitors to sell exhibit materials at their booth during the trade show. However, each exhibitor is responsible for complying with state and local sales tax regulations. Those exhibitors wishing to avoid the "red tape" of local taxes can restrict their sales activities to taking orders, although "no sales" tax forms may still be required. Obtain more information at www.tax.ohio.gov or contact the Ohio Tax commissioner's office at 888-405-4089.

Insurance Requirements

Exhibitors agree to carry the following insurance coverage during the exhibition and move-in and move-out days:

i. Insurance coverage for personal and property consisting of fire, extended coverage, vandalism, malicious mischief, and all other risks of loss, with waiver of subrogation, in an amount not less than $500,000 combined single limit.

ii. Comprehensive general liability insurance in an amount not less than $500,000 for each occurrence and One Million Dollars in the aggregate, insuring against death or personal injury;

iii. Workers' Compensation coverage in full compliance with federal and state laws;

iv. Comprehensive General Automobile liability insurance covering owned, non-owned, and hired vehicles including loading/unloading hazards with bodily injury limits of $250,000/$500,000 and property damage limits of $100,000

v. All policies must name AmericanHort and the Greater Columbus Convention Center as additionally insured.

vi. Exhibitors must deposit with AmericanHort current certificates of insurance evidencing the continued existence of the foregoing insurance policies.

vii. A company providing insurance coverage must have and must maintain a rating of "A," or better, by Best's Insurance Rating Service, and the form of the policy or policies providing insurance coverage is subject to the written approval of AmericanHort, which AmericanHort will not unreasonably withhold or delay.

viii. All policies carried by Exhibitors must include a waiver by the insurer of all rights of subrogation against the Landlord in connection with any loss or damage insured thereunder, provided, however, such waiver will not apply if it would have the effect of invalidating any insurance coverage of the Exhibitor.

ix. Exhibitors agree they have the sole responsibility for obtaining the above required insurance and that neither AmericanHort nor any other party has purchased insurance on Exhibitor's behalf and is under no obligation to do so.

LIABILITY LIMITATIONS. EXHIBITOR AGREES THAT AMERICANHORT WILL NOT BE LIABLE FOR INCIDENTAL, SPECIAL, INDIRECT, CONSEQUENTIAL OR OTHER SIMILAR LOSSES OR DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFIT OR REVENUES, DAMAGE FOR LOSS OF USE OF ANY EQUIPMENT OR OTHER PROPERTY, CLAIMS OF THIRD PARTIES, INCLUDING PERSONAL INJURY OR DEATH ON ACCOUNT OF RENTAL OR USE OF EXHIBIT SPACE BY EXHIBITOR OR THE SERVICES PROVIDED BY AMERICANHORT, WHETHER OR NOT AMERICANHORT HAS BEEN ADVISED OF THE POTENTIAL FOR SUCH DAMAGES. UNDER NO CIRCUMSTANCES WILL AMERICANHORT'S TOTAL LIABILITY HEREUNDER FROM ANY CAUSE WHATSOEVER, WHETHER ARISING UNDER CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY, PRODUCTS LIABILITY OR ANY OTHER THEORY OF LIABILITY, CAUSED OR ALLEGED TO BE CAUSED, DIRECTLY OR INDIRECTLY FROM THE USE, OPERATION, MAINTENANCE, ERECTION OR POSSESSION OF ANY PROPERTY IN THE ASSIGNED EXHIBIT SPACE WILL BE LIMITED TO THE LESSER OF EXHIBITOR'S ACTUAL DAMAGES OR THE PAYMENTS MADE FOR THE RENTAL OF THE EXHIBIT OR SERVICES WHICH IS THE SUBJECT OF EXHIBITOR'S CLAIM. ALL CLAIMS BROUGHT AGAINST AMERICANHORT MUST BE BROUGHT WITHIN ONE YEAR AFTER THE CAUSE OF ACTION ARISES, AND EXHIBITOR HEREBY EXPRESSLY WAIVES ANY STATUTE OF LIMITATIONS EXCEEDING SUCH ONE-YEAR PERIOD.

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Exhibitor Rules & Regulations
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INDEMNIFICATION. EXHIBITOR HEREBY AGREES TO INDEMNIFY, DEFEND AND HOLD HARMLESS AMERICANHORT AND ITS AGENTS, EMPLOYEES, OFFICERS, MANAGER, MEMBERS, SUCCESSORS AND ASSIGNS FROM AND AGAINST ANY AND ALL LIABILITIES, OBLIGATIONS, LOSSES, DEMANDS, DAMAGES. INJURIES (INCLUDING, BUT NOT LIMITED TO, BODILY INJURY, ILLNESSES AND DEATH), CLAIMS, PENALTIES, SUITS, ACTIONS, COSTS AND EXPENSES, INCLUDING ATTORNEY'S FEES, OF WHATSOEVER KIND AND NATURE, RELATING TO OR ARISING OUT OF THE USE, CONDITION (INCLUDING, BUT NOT LIMITED TO, LATENT AND OTHER DEFECTS AND WHETHER OR NOT DISCOVERABLE BY EXHIBITOR OR AMERICANHORT), OPERATION, OWNERSHIP, SELECTION, ERECTION, DELIVERY, LEASING OF THE EXHIBIT SPACE, REGARDLESS OF WHERE, HOW, AND BY WHOM OPERATED, OR ANY FAILURE ON THE PART OF EXHIBITOR TO PERFORM OR COMPLY WITH THE CONDITIONS OF THIS AGREEMENT. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, EXHIBITORS WILL, AT THEIR OWN COST AND EXPENSE, DEFEND AMERICANHORT AGAINST ALL CLAIMS, SUITS OR PROCEEDINGS COMMENCED BY ANYONE IN WHICH AMERICANHORT IS NAMED AS A PARTY FOR WHICH AMERICANHORT IS ALLEGED TO BE LIABLE OR RESPONSIBLE AS A RESULT OF OR ARISING OUT OF THE EXHIBITION OR ANY ALLEGED ACT OR OMISSION BY AMERICANHORT, AND EXHIBITOR SHALL BE LIABLE AND RESPONSIBLE FOR ALL COSTS, EXPENSES, INCLUDING ATTORNEY'S FEES, INCURRED IN THE DEFENSE AND/OR SETTLEMENT, JUDGMENT, OR OTHER RESOLUTION THEREOF. IN THE EVENT ANY SUCH ACTION IS COMMENCED NAMING AMERICANHORT AS A PARTY, AMERICANHORT MAY, IN ITS SOLE DISCRETION, ELECT TO DEFEND SAID ACTION ON ITS OWN BEHALF WITH COUNSEL OF ITS CHOICE, AND EXHIBITOR SHALL BE LIABLE FOR AND REIMBURSE AMERICANHORT FOR ALL COSTS, EXPENSES, AND ATTORNEY'S FEES INCURRED BY AMERICANHORT IN SUCH DEFENSE. THE INDEMNITIES AND ASSUMPTIONS OF THE LIABILITIES AND OBLIGATIONS HEREIN PROVIDED FOR SHALL CONTINUE IN FULL FORCE AND EFFECT NOTWITHSTANDING THE EXPIRATION OR OTHER TERMINATION OF THIS AGREEMENT.

Force Majeure

a. In case of cancellation of the Exhibition or unavailability of the exhibit space for its specific uses due to war, governmental action or order, act of God, fire, strike, labor dispute, or any other cause or causes beyond AmericanHort's's control, this agreement shall terminate and AmericanHort will have no liability to reimburse Exhibitors with respect to any damage or loss, directly or indirectly arising as a result thereof except for any application fee actually paid by Exhibitor.

Amendments and Other Rules

a. These Rules and Regulations may be amended at any time by AmericanHort, and all amendments so made shall be binding on Exhibitors.

b. Other Rules may apply. Please consult your Exhibitor packet.

SHOW MANAGEMENT

Sherry Johnson
(SherryJ@AmericanHort.org)
Tracy Phillips
(TracyP@AmericanHort.org)
Aubrey Ballinger
(AubreyB@AmericanHort.org)
614-487-1117
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SERVICE CONTRACTOR

Garry Bennett, Nancy Guy, Henry Yellman
George Fern Company
645 Linn Street
Cincinnati, OH 45203
513-333-7060
Fax:513-333-7067
cincinnati@fernexpo.com
www.georgefern.com

GREATER COLUMBUS CONVENTION CENTER

500 N High St
Columbus, OH 43215
614-827-2548
Fax: 614-827-2658
www.columbusconventions.com

Marshalling Yard Directions: From Battelle Grande

Exit Battelle loading docks onto Third Street

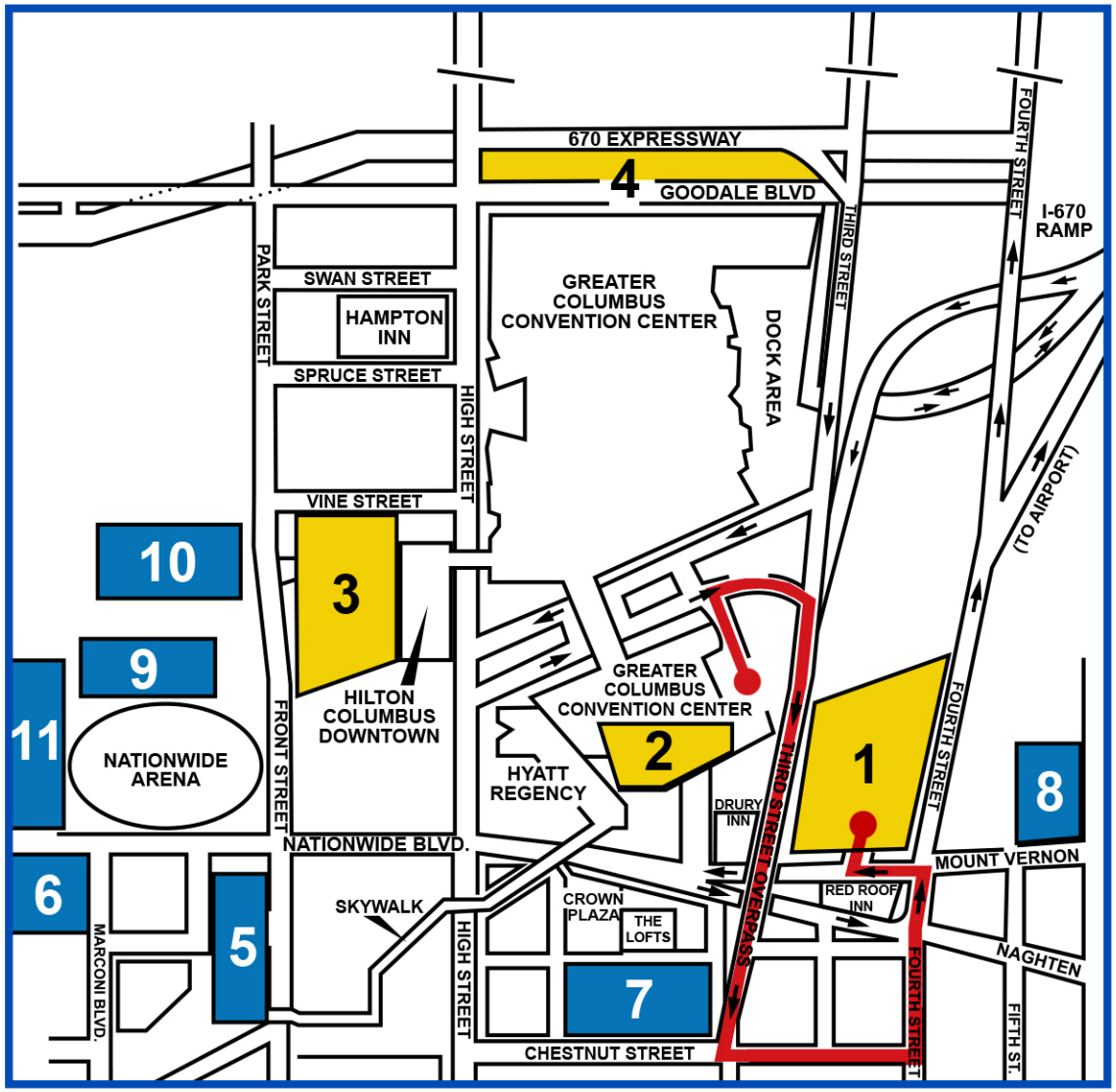
Once on Third Street, get into the far left lane

Take Thrid Street to Chestnut Street (1st traffic light) then turn left

Take Chestnut Street to Fourth Street. Turn left onto Nationwide BLVD

Take Fourth Street to Nationwide BLVD. Turn left onto Nationwide BLVD

The East Parking lot (#1 on the map) is on the right hand side



645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

Discount Deadline:
June 20, 2014

Exhibit Amenities
Each Booth Includes:
Hardwall Exhibit
Two Marketing Panel Graphics per 10'
Material Handling
Electric
Wifi
Lead Retrieval

Move-in Dates & Times

Thursday, July 10, 2014	8:00 AM - 5:00 PM
Friday, July 11, 2014	8:00 AM - 5:00 PM
Saturday, July 12, 2014	8:00 AM - 5:00 PM

Show Dates & Times

Sunday, July 13, 2014	9:30 AM - 5:00 PM
Monday, July 14, 2014	9:00 AM - 5:00 PM
Tuesday, July 15, 2014	9:00 AM - 2:00 PM

Carpeting
There is existing carpet in the exhibit area

Move-out Dates & Times

Tuesday, July 15, 2014	2:00 PM - 9:00 PM
Wednesday, July 16, 2014	8:00 AM - 12:00 PM

Advance Warehouse Shipments
Must Arrive By:
3PM Wed, July 9, 2014

Carriers must be checked in at event site for move-out by:
Wednesday, July 16, 2014 12:00 PM

About this Exhibitor Kit

As the Official Service Contractor for this exposition, we are enclosing various equipment rental and service order forms for your information and use. In addition to the Fern Exposition & Event Services Forms, you may find forms enclosed for services performed by the facility or other suppliers. Please give special attention to see that forms and payments are directed to the address indicated on each order form. Some services may not be provided by Fern Exposition & Event Services.

We realize that exhibiting in a convention can be complicated. If you need assistance or additional information that is not addressed in this Exhibitor Service Manual (ESM), please contact our Exhibitor Services Department.

We look forward to serving you.

FAX*
Send completed forms to:
Fax: 513.333.7067

MAIL
Send completed forms to:
Fern Expo
645 Linn Street
Cincinnati, OH 45203

**Credit Card Transactions Only*

show information

040314-153615

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

Discount Deadline:
June 20, 2014

SHOW SERVICES & EQUIPMENT ORDERED

Furniture Rental	$
Additional Graphics	$
Plants & Floral	$
Display Labor Services‡	$
Fern Transportation**	$
Sub Total:	$
Sub Total Taxable	$
Sub Total Non Taxable	$
Sales Tax 7.500%	$
Grand Total:	**$**

* Non taxable
‡ Pay Estimated Cost

CREDIT CARD INFORMATION

Card Type: ☐ VISA ☐ MC ☐ AMEX ☐ DISC

Card Number:

Expiration: /

Card Holder's Name:

Card Holder's Address:

City:

State: **Zip Code:**

Cardholder's Signature: **X**

By signing this, I agree to payment terms and conditions outlined by Fern Exposition & Event Services listed on the **Payment Terms & Conditions Form (TC-03)** in this Exhibitor Kit.

CHECK INFORMATION:

Checks must be in U.S. funds drawn on a U.S. bank.

Check #:

Date:

Amount: $

BANK WIRE INFORMATION

Send to: BMO Harris Bank, Chicago IL USA, Routing #071000288, WCP/Fern Exposition Services LLC Depository, 645 Linn Street Cincinnati, OH 45203, Account #4394136, SWIFT code - HATRUS44. Reference your Company Name/Show Name/and Booth Number. Add $50.00 for processing wire transfer.

** Credit Card payment only is accepted for Fern Transportation services.

All orders are subject to the terms and conditions as outlined in the Exhibitor Service Manual.

EXHIBITOR INFORMATION

Company Name: _____ **Booth#:** _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Contact Name: _____ **Phone:** _____

Fax: _____ **Email:** _____

Signature: _____ **Date:** _____

payment authorization

040214-104842

GEORGE fern
EXPOSITION & EVENT SERVICES

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

Discount Deadline:
May 02, 2014

HARDWALL EXHIBIT

Each exhibitor is provided a Hardwall Exhibit. Each hardwall exhibit receives graphic panels, material handling, electric, wifi and lead retrieval. Battelle Hall has adequate lighting. No lighting or attachments of any kind will be permitted to be placed on this display.

Based on the size of your booth you will receive graphic panels. The quantity of graphics is based on the sizes below:

10' x 10' booths	2 graphic panels
10' x 20' booths	4 graphic panels
20' x 20' booths	4 graphic panels

The sizes of the graphic panels are noted on the line drawings attached. Each graphic will be printed on flexible sintra which can be rolled up after the show and taken with you if desired. Since the framework holding the graphics must be taken apart, you will need to notify us if you desire to take your graphics. Please contact Nancy Guy (nguy@fernexpo.com) or Lynn Garvin (lgarvin@fernexpo.com) prior to the close of the show.

All artwork must be received no later than May 2. A proof will be sent to you in advance for approval prior to printing of panels. If no artwork is received, your graphic panels will have the American Hort logo on them.

- We have a graphic designer on hand if you need help designing the artwork at a cost of $85.00/per hour
- If client is providing artwork, it needs to be a vector based PDF
- If client is submitting only a logo, the logo must be vector format
- If the client is submitting a photo, it must be a high resolution image (150-300 DPI)

Artwork must be sent to:

Nancy Guy
Fern Exposition
645 Linn Street
Cincinnati, Oh 45203
Phone: 513-333-7060
nguy@fernexpo.com

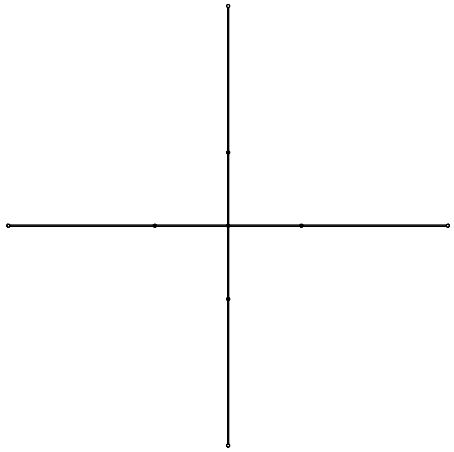
If you have any questions, please do not hesitate to call.

All orders are subject to the terms and conditions as outlined in the Exhibitor Service Manual.

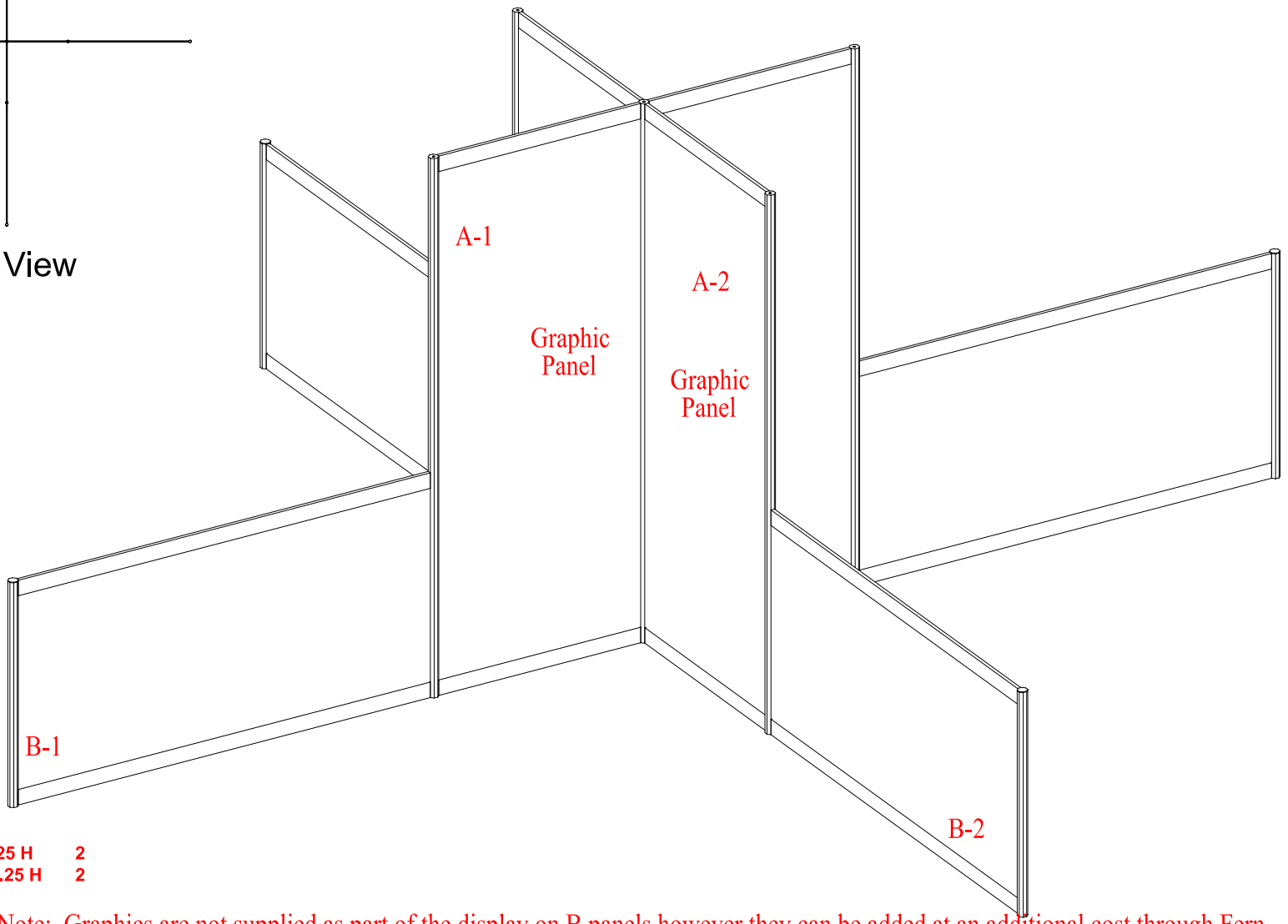
Exhibiting Company Name: _____ **Booth #** _____

hardwall exhibit

030514-105308



Top View



PANELS

A	**Panel 38.5 W x 91.25 H**	**2**
B	**Panel 77.75 W x 35.25 H**	**2**

Note: Graphics are not supplied as part of the display on B panels however they can be added at an additional cost through Fern.

GEORGE fern EXPOSITION & EVENT SERVICES

10'x10' Booths	Cultivate '14	01-11888-14
Description / Name	Show Name / Client Name	Show Number

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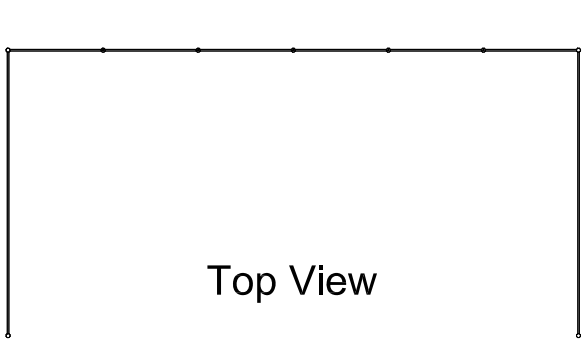
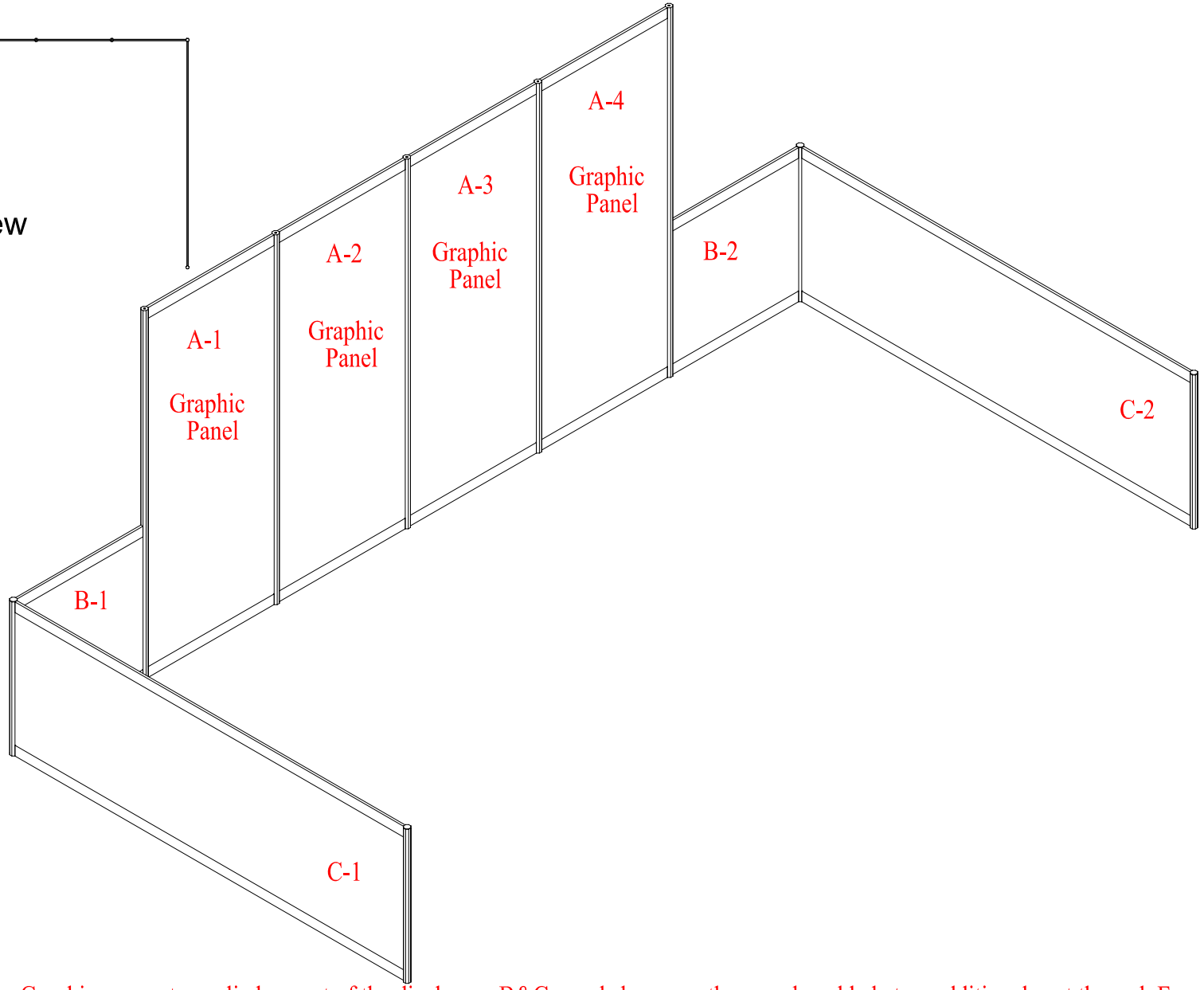


Top View



PANELS

A	Panel 38.5 W x 91.25 H	4
B	Panel 38.5 W x 35.25 H	2
C	Panel 117.25 W x 35.25 H	2

Note: Graphics are not supplied as part of the display on B&C panels however they can be added at an additional cost through Fern.

GEORGE fern EXPOSITION & EVENT SERVICES

10'x20' & 20'x20' Booths	Cultivate '14	01-11888-14
Description / Name	Show Name / Client Name	Show Number

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GEORGE
fern
EXPOSITION SERVICES

fernexpo.com

standard furniture and accessories

Fern Exposition & Event Services offers a large and cost efficient selection of furniture and accessories to furnish your trade show booth or event.

CHAIRS & STOOLS CHOICES

103

131

ACCESSORY CHOICES

427

401

CHAIRS & STOOLS

103 - Upholstered Armless Chair
131 - Padded Armless Stool

ACCESSORIES

427- Literature Rack
401- Wastebasket with liner

DISPLAY TABLES CHOICES

215

216

223

229

DISPLAY TABLES

215 - Pedestal Table, 30"d x 30"h
216 - Pedestal Table, 30"d x 40"h
223 - Display Table, 4'l x 30"h
229 - Display Table, 4'l x 40"h

Some items may not be available at all locations.
Styles of items portrayed on this brochure may vary in some locations.

Refer to the order form in the Exhibitor Services Manual for additional details and ordering information

GEORGE fern
EXPOSITION & EVENT SERVICES

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

Discount Deadline:
June 20, 2014

For examples, please refer to Furniture and Accessories Brochure

CHAIRS & STOOLS

QTY	ITEM #	DESCRIPTION	DISCOUNT RATE	STANDARD RATE	AMOUNT
____	103	Upholstered Armless Chair	$ 55.00	$ 74.50	$ ____
____	131	Stool - Padded with Back	$ 55.00	$ 74.50	$ ____

PEDESTAL TABLES (Oak Veneer)

QTY	ITEM #	DESCRIPTION	DISCOUNT RATE	STANDARD RATE	AMOUNT
____	215	30"d x 30"h Pedestal Table	$ 69.00	$ 93.50	$ ____
____	216	30"d x 40"h Pedestal Table	$ 85.00	$ 115.00	$ ____

DISPLAY TABLES

QTY	ITEM #	DESCRIPTION	DISCOUNT RATE	STANDARD RATE	AMOUNT
____	223	4'X30" h table skirted 3 sides (select skirt color below)	$ 85.00	$ 115.00	$ ____
____	229	4'X40" h table skirted 3 sides (select skirt color below)	$ 96.00	$ 130.00	$ ____

Table Skirt Color: ☐ black (04) ☐ blue (06) ☐ gold (08) ☐ gray (09) ☐ green (10)
☐ maroon (11) ☐ plum (19) ☐ red (14) ☐ teal (18) ☐ white (16)

ACCESSORIES

QTY	ITEM #	DESCRIPTION	DISCOUNT RATE	STANDARD RATE	AMOUNT
____	401	Wastebasket with Liner	$ 14.50	$ 20.00	$ ____
____	427	Literature Rack	$ 103.00	$ 139.00	$ ____

☐ Yes, I have completed and included the Payment Authorization Form.

If you have any questions or concerns about your invoice, please visit the Fern Exhibitor Service Center at your show/event prior to leaving. No credits or refunds will be issued after close of the show/event on items and/or services ordered and not received.

Sub Total $ ____
Tax 7.500% $ ____
Grand Total $ ____

Cancellation after deadline date will be charged at 50% of prevailing rate. Cancellation after installation will be 100% of prevailing rate.
Requests made after the deadline will be filled, as available, at the standard rate.
All orders are subject to the terms and conditions as outlined in the Exhibitor Service Manual.

Exhibiting Company Name: _____ **Booth #** _____

Custom

standard furniture rental (chairs & pedestal tables)

020314-94020

GEORGE fern
EXPOSITION & EVENT SERVICES

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
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email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
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01-11888-14

Discount Deadline:
June 20, 2014

FLORAL and PLANTS

Charges listed include delivery to your booth, rental (not sale) during the event and removal. All floral is provided on a 7 day or less rental basis. Any floral missing at time of pick-up will be invoiced at prevailing replacement cost in addition to rental rates.

POTTED PLANTS - Please select color or type

QTY	ITEM #	DESCRIPTION	DISCOUNT RATE	STANDARD RATE	AMOUNT
____	1502	Bromeliads - Select color: Red / Orange / Pink	$ 38.50	$ 58.00	$ ____
____	1503	Chrysanthemums - Select color: White / Yellow / Lavender	$ 27.50	$ 41.50	$ ____
____	1505	Ferns - Select type: Floor / Hanging	$ 38.50	$ 58.00	$ ____
____	1549	Ivy	$ 33.00	$ 49.50	$ ____
____	1506	Seasonal Flowering Plants Please specify: _____	$ 34.00	$ 51.00	$ ____

TROPICAL GREEN PLANT - Please select size and shape

QTY	ITEM #	DESCRIPTION	DISCOUNT RATE	STANDARD RATE	AMOUNT
____	1507	3 FT - Select type: Slim / Full	$ 44.00	$ 66.00	$ ____
____	1509	4 FT - Select type: Slim / Full	$ 55.00	$ 82.50	$ ____
____	1511	5 FT - Select type: Slim / Full	$ 65.50	$ 98.50	$ ____
____	1513	6 FT - Select type: Slim / Full	$ 76.50	$ 115.00	$ ____
____	1515	7 FT - Select type: Slim / Full	$ 98.00	$ 147.00	$ ____

FRESH CUT FLOWER ARRANGEMENTS - Please select size and specify color

QTY	ITEM #	DESCRIPTION	DISCOUNT RATE	STANDARD RATE	AMOUNT
____	1545	Small - Color _____	$ 55.00	$ 82.50	$ ____
____	1546	Medium - Color _____	$ 76.50	$ 115.00	$ ____
____	1548	Large - Color _____	$ 107.50	$ 161.50	$ ____

FLORAL PACKAGES

QTY	ITEM #	DESCRIPTION	DISCOUNT RATE	STANDARD RATE	AMOUNT
____	1521	Floral Package A - Two 3' Tropical Green Plants and One Flowering Plant	$ 116.50	$ 175.00	$ ____
____	1523	Floral Package B - Two 3' and One 4' Tropical Green Plants, and One Flowering Plant	$ 161.00	$ 241.50	$ ____

☐ Yes, I have completed and included the Payment Authorization Form.

If you have any questions or concerns about your invoice, please visit the Fern Exhibitor Service Center at your show/event prior to leaving. No credits or refunds will be issued after close of the show/event on items and/or services ordered and not received.

Sub Total	$ ____
Tax 7.500%	$ ____
Grand Total	$ ____

No refunds on orders cancelled after the deadline date.
Requests made after the deadline will be filled, as available, at the standard rate.
All orders are subject to the terms and conditions as outlined in the Exhibitor Service Manual.

Exhibiting Company Name: _____ **Booth #** _____

floral & plant rental

030414-133022

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

Deadline to Return this Form:
June 20, 2014

INSTALLATION & DISMANTLE LABOR SERVICES

Plan A (Supervised by Fern Exposition & Event Services)

☐ 1001 Labor for Installation # of Laborers Req: _____ Est. Hours: _____

☐ 1003 Labor for Dismantle # of Laborers Req: _____ Est. Hours: _____

30% charge for Fern Supervised services with a minimum of **$ 60.50**

Professionally trained personnel are used on installation/dismantle, and when possible, all work is performed on straight time.

Emergency Contact: _____ Phone: _____

Plan B (Supervised by Exhibitor Personnel)

☐ 1001 Labor for Installation # of Laborers Req: _____ Est. Hours: _____

Start time*: _____ End Time: _____ Start Date: _____

☐ 1003 Labor for Dismantle # of Laborers Req: _____ Est. Hours: _____

Start time*: _____ End Time: _____ Start Date: _____

Supervisor will be: _____ Phone: _____

Installation Labor Rate		
Straight Time	$	60.50
Over Time	$	121.00

Charges for labor service are based on prevailing rates of labor and materials. All labor before 8:00 AM and after 4:00 PM weekdays and all hours Saturday, Sundays and holidays will be charged at overtime rate. Minimum charge one (1) hour per man & 1/2 hour increments after the first hour.

For information and cost relative to unloading and reloading, please see the Material Handling & Freight Service Order form enclosed.

Your company is encouraged to carry insurance covering potential injury, damages or loss associated with your display. Fern Exposition & Event Services will NOT be responsible for injury to personnel or display damage or loss of display materials. Liability of Fern Exposition & Event Services will be limited to a maximum of 50% of the total labor bill, not to exceed $1000. It is important that exhibit representative check in at the Fern Exhibitor Service Center to pick up labor ordered. Exhibit representative must also check the labor back in at the Fern Exhibitor Service Center upon completion of work. All work is to be done under supervision of the exhibitor or its representative.

Estimated Display Labor Cost for Advanced Payment

Installation:

Straight time _____ (# of Laborers) X _____ (# of Hours) X _____ (# of Days) = _____ (Total **Straight Time** hours) $ _____ (Estimated Cost)

Over time _____ (# of Laborers) X _____ (# of Hours) X _____ (# of Days) = _____ (Total **Over Time** hours) $ _____ (Estimated Cost)

Plan A - Add **30%** for Fern Exposition Supervision $ _____

Dismantle:

Straight time _____ (# of Laborers) X _____ (# of Hours) X _____ (# of Days) = _____ (Total **Straight Time** hours) $ _____ (Estimated Cost)

Over time _____ (# of Laborers) X _____ (# of Hours) X _____ (# of Days) = _____ (Total **Over Time** hours) $ _____ (Estimated Cost)

Plan A - Add **30%** for Fern Exposition Supervision $ _____

* Start time is approximate and is based on availability of labor.

☐ Yes, I have completed and included the Payment Authorization Form.

If you have any questions or concerns about your invoice, please visit the Fern Exhibitor Service Center at your show/event prior to leaving. No credits or refunds will be issued after close of the show/event on items and/or services ordered and not received.

Sub Total	$
Tax 7.500%	$
Grand Total	$

Cancellation of any portion of labor order within 48 hours of start will be charged one hour minimum per man of applicable hourly rate
Requests received after deadline date will be filled as work force is available.
All orders are subject to the terms and conditions as outlined in the Exhibitor Service Manual.

Exhibiting Company Name: _____ **Booth #** _____

Custom

display labor service

030414-133022

GEORGE fern
EXPOSITION & EVENT SERVICES

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

Discount Deadline:

July 20, 2014

MATERIAL HANDLING

Due to the lack of dock space at Battelle Hall at the Columbus Convention Center, we ask that all shipments be sent to the advance warehouse. All shipments must be received no later than 3pm on Wed., July 9, 2014.

If your company has an exhibit space on both the Solutions Marketplace and Retail Terrace, the shipments **MUST** be separated and marked properly with the correct destination address. If the shipments for both areas arrive on the same truck and are both delivered to Solutions Marketplace, there will be a minimum charge of $200.00 to move the items to Battelle Hall. Material handling charges are included with your Retail Terrace space when shipped to the address below.

Please ship Retail Terrace Exhibit supplies to the advance warehouse at:

Fern Exposition
1500 Old Leonard Avenue
Columbus, OH 43219
Attn: _____
Name of Exhibitor / Booth Number
For: Cultivate Retail Terrace

If you will be delivering your material to show site during move-in by personal car or vehicle, please see the attached map with location of Battelle Hall (400 N. High Street). There will also be limited access through the bus turnaround.

material handling

030514-105308

All orders are subject to the terms and conditions as outlined in the Exhibitor Service Manual.

Exhibiting Company Name: _____ **Booth #** _____

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

FERN TRANSPORTATION

Fern Exposition and Event Services offers personalized service with a representative who is an expert in exhibit transportation and is familiar with all details pertaining to each tradeshow. We also provide pre-printed labels and shipping documents for inbound and outbound shipments. For your convenience, our representative will be on show site and available to assist with all your transportation needs.

Note: If Fern Transportation is not your freight carrier, please do not return this form.

SERVICE SELECTION (select the following)

Level of Service:	☐ **Ground**	☐ **2nd Day Air**	☐ **Next Day Air**	*Note: Air Freight will be billed on Actual or Dimensional Weight, whichever is greater.*
Special Handling:	☐ **Lift-Gate**	☐ **Residential Pick-up**	☐ **Inside Pick-up**	
Declared Value:		Insurance cost (min. $100): $4.25 per $100.00		

For a quote, please contact Fern Transportation at: Toll Free: 800.513.1209 / Local: 513.297.2374 / Fax: 513.297.2377

SHIPMENT BEING SENT TO (please check one): ☐ **Advance Warehouse**

PICK UP ADDRESS **PICK-UP DATE:** _____ **FACILITY HOURS:** _____

Company Name:

Contact Name:

Address:

City: State: Zip Code:

Email: Phone:

BILL TO ADDRESS

Company Name:

Contact Name:

Address:

City: State: Zip Code:

Email: Phone:

EXHIBITOR SHIPMENT AUTHORIZATION

Signature X
Printed Name
Emergency/Mobile Phone #

By signing Exhibitor Shipment Authorization below, you and/or company agree to payment terms & conditions (listed in the show Exhibitor Services Manual), limits of liability (listed above) and authorizes Fern to use any payment method on file (including credit cards). All shipping charges and weights are estimates until the shipment is delivered.

PACKAGE DIMENSIONS

Pkg #1 Dimensions:	Est. Wt.:
Pkg #2 Dimensions:	Est. Wt.:
Pkg #3 Dimensions:	Est. Wt.:
Pkg #4 Dimensions:	Est. Wt.:
Pkg #5 Dimensions:	Est. Wt.:
	Total Estimated Weight:

SPECIAL INSTRUCTIONS

☐ Yes, I have completed and included the Payment Authorization Form.

If you have any questions or concerns about your invoice, please visit the Fern Exhibitor Service Center at your show/event prior to leaving. No credits or refunds will be issued after close of the show/event on items and/or services ordered and not received.

All orders are subject to the terms and conditions as outlined in the Exhibitor Service Manual.

Exhibiting Company Name: _____ **Booth #** _____

inbound exhibit transportation

030414-133022

GEORGE fern
EXPOSITION & EVENT SERVICES

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

Deadline to Return this Form:
June 20, 2014

INBOUND SHIPMENT INFORMATION - FOR EVENT

Shipment 1

Shipper: _____

City: _____ State: _____ Zip Code: _____

Date Shipped: _____ Arrival Date: _____

Carrier: _____ PRO #: _____

Total # of pieces: _____ Total weight: _____

Shipped to (check one): ☐ Advance Warehouse

Shipment 2

Shipper: _____

City: _____ State: _____ Zip Code: _____

Date Shipped: _____ Arrival Date: _____

Carrier: _____ PRO #: _____

Total # of pieces: _____ Total weight: _____

Shipped to (check one): ☐ Advance Warehouse

Shipment 3

Shipper: _____

City: _____ State: _____ Zip Code: _____

Date Shipped: _____ Arrival Date: _____

Carrier: _____ PRO #: _____

Total # of pieces: _____ Total weight: _____

Shipped to (check one): ☐ Advance Warehouse

☐ Yes, I have completed and included the Payment Authorization Form.
If you have any questions or concerns about your invoice, please visit the Fern Exhibitor Service Center at your show/event prior to leaving. No credits or refunds will be issued after close of the show/event on items and/or services ordered and not received.

All orders are subject to the terms and conditions as outlined in the Exhibitor Kit.

Exhibiting Company Name: _____ **Booth #** _____

inbound shipment information

030414-133022

EXHIBIT MATERIAL

RUSH

ADVANCE WAREHOUSE

To: _____

(Exhibiting Company Name)

c/o Fern Exposition & Event Services

1500 Old Leonard Avenue
Columbus, OH 43219

Cultivate Retail Terrace

Booth Number: _____

Must Arrive By:
3PM Wed, July 9, 2014

GEORGE fern EXPOSITION & EVENT SERVICES

EXHIBIT MATERIAL

RUSH

ADVANCE WAREHOUSE

To: _____

(Exhibiting Company Name)

c/o Fern Exposition & Event Services

1500 Old Leonard Avenue
Columbus, OH 43219

Cultivate Retail Terrace

Booth Number: _____

Must Arrive By:
3PM Wed, July 9, 2014

GEORGE fern EXPOSITION & EVENT SERVICES

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

IMPORTANT INSTRUCTIONS

Every shipment must be labeled and requires a Fern Bill of Lading (BOL) for each destination.

1. Exhibitor must complete request form and return before show close
2. Fern will create a BOL and shipping labels that will be printed
3. BOL and shipping labels will be delivered to your booth or held at the Service Center
4. Exhibitor must properly pack each shipment and apply labels
5. Exhibitor must return the signed BOL to the Service Center with piece count and est. weight

# of Lables Needed	
Carrier Requested	

CARRIER SELECTION (select one of the following)

☐ **Fern Transportation**	☐ **Common Carrier**	☐ **Expedited Carrier**	☐ **Company Truck/POV**	☐ **Van Line**
Level of Service:	☐ **Ground**	☐ **2nd Day Air**	☐ **Next Day Air**	*Note: Air Freight will be billed on Actual or Dimensional Weight, whichever is greater.*
Special Handling:	☐ **Lift-Gate**	☐ **Residential Delivery**	☐ **Inside Delivery**	
Declared Value (optional):		Insurance cost (min. $100): $4.25 per $100.00		

All Carriers must be checked-in by time and location published in the Exhibitor Service Manual

SHIP TO ADDRESS

Company Name:
Contact Name:
Address:
City: State: Zip Code:
Email: Phone:

BILL TO ADDRESS

Company Name:
Contact Name:
Address:
City: State: Zip Code:
Email: Phone:

EXHIBITOR SHIPMENT AUTHORIZATION

Signature X
Printed Name
Emergency/Mobile Phone #

By signing Exhibitor Shipment Authorization below, you and/or company agree to payment terms & conditions (listed in the show Exhibitor Services Manual), limits of liability (listed above) and authorizes Fern to use any payment method on file (including credit cards). All shipping charges and weights are estimates until the shipment is delivered.

PACKAGE DIMENSIONS

Pkg #1 Dimensions:	Est. Wt.:
Pkg #2 Dimensions:	Est. Wt.:
Pkg #3 Dimensions:	Est. Wt.:
Pkg #4 Dimensions:	Est. Wt.:
Pkg #5 Dimensions:	Est. Wt.:
	Total Estimated Weight:

SPECIAL INSTRUCTIONS

☐ Yes, I have completed and included the Payment Authorization Form.

If you have any questions or concerns about your invoice, please visit the Fern Exhibitor Service Center at your show/event prior to leaving. No credits or refunds will be issued after close of the show/event on items and/or services ordered and not received.

All orders are subject to the terms and conditions as outlined in the Exhibitor Service Manual.

Exhibiting Company Name: _____ Booth # _____

outbound bill of lading request

031612-73855

645 Linn Street
Cincinnati, OH 45203
Phone: 513.333.7060
Fax: 513.333.7067
email: nguy@fernexpo.com

Cultivate Retail Terrace

July 13 - 15, 2014
Battelle Hall, Columbus, OH
01-11888-14

FERN EXPOSITION & EVENT SERVICES TERMS AND CONDITIONS

PAYMENT TERMS: Our terms require 100% payment with order for rentals, services, tax and anticipated freight. The Payment Authorization form with your credit card information for payment of advance and show site orders must be forwarded to Fern in order for us to provide any equipment or services. Full payment of rental charges must accompany your order forms and be received by our office before the deadline date to qualify for the discounted rates. PLEASE NOTE THAT PO'S ARE NOT ACCEPTED AS A FORM OF PAYMENT. All orders received after deadline (indicated on each form) or on show site will be charged at standard rates. A $20.00 surcharge will be added to your account if any credit charges for services are denied or if any checks are returned.

TERMS: due upon receipt. Unpaid accounts after the day of the show will accrue a service charge of .0575% per day, annual interest rate of 21%. You will be responsible for all fees connected with the collection of your accounts. Credit card information is required for all material handling, freight services (if applicable), additional services or rentals ordered on site which will be invoiced to your credit card. Advance charges may be paid by company check but credit card information is still required to cover any unanticipated charges incurred. Copies of invoices may be picked up from the Service Desk prior to show closing. No credit will be given after close of event on items or services ordered but claimed to not have been received.

SALES TAX RATES: Tax rates are subject to change based on changing tax laws. The exhibitor is responsible for the sales tax rate at time services are rendered.

THIRD PARTY BILLING: The exhibiting firm is primarily responsible for the payment of charges. In the event the exhibiting firm has arranged for an exhibit house or other party to handle the exhibitor display and be billed for all services, the exhibiting company will agree to the third party billing if the exhibit house supplies the appropriate credit card information on the Third Party Payment Authorization form. Advance payment in full must accompany the order including estimated labor and drayage charges. By signing the Third Party Payment Authorization form, the exhibitor agrees that they are primarily responsible for payment of charges. In the event the named third party fails to pay all charges, such charges will be paid by the exhibiting firm on demand, including any and all fees connected with the collection of this account.

RE-ROUTED FREIGHT: If exhibitor's requested carrier fails to pick-up shipment, Fern reserves the right to re-route/re-consign freight to carrier of Fern's choice. Any freight left or abandoned on the show floor will be returned to warehouse and/or consigned to carrier of Fern's choice ath exhibitor's expense. Additional COD charge will apply. Fern reserves the right to use any payment method on file (including credit cards). All shipping charges and weights are estimates untilt he shipment is delivered.

BOOTH SHIPMENT/PROPERTY RESPONSIBILITY: Fern is not responsible for shipments left in booth by exhibitor. We will count and ship pieces as we find the shipment(s) when we remove them from the exhibit hall. Exhibitors must insure themselves against loss or theft.

NONNEGOTIABLE STRAIGHT BILL OF LADING: RECEIVED, subject to the classification and tariffs in effect on the date of the issue of this Bill of Lading the property described above, in apparent good order, except as noted (contents and condition of contents of package unknown), marked, consigned, and destined as indicated above, which said carrier (the word carrier being understood throughout this contract as meaning any person or corporation in possession of the property under contract) agrees to carry to its usual place of delivery at said destination if on its route, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to all the terms and conditions of the Uniform Domestic Straight Bill of Lading set forth (1) in Official, Southern, Western, and Illinois Freight Classifications in effect on the date hereof. If this is a rail or a rail-water shipment, or (2) in the applicable motor carrier classification or tariff if this is a motor carrier shipment. Shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading, set forth in the classifications or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by shipper and accepted for himself and his assigns.

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LIMITS OF LIABILITY

YOU ARE ENTERING A CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE
The terms and conditions set forth below become part of the agreement between FERN and you, the EXHIBITOR (the "Agreement"). Acceptance of said terms and conditions will be construed when any order for service or rental equipment is placed by EXHIBITOR with FERN or when EXHIBITOR'S materials are delivered to FERN'S warehouse or to a show site for which FERN is the official contractor.

1. DEFINITIONS: For purpose of this contract, "FERN" means Fern Exposition and Event Services, and their respective employees, directors, officers, agents, assigns, affiliated companies and related entities including, but not limited to, any subcontractors FERN may appoint, The term "EXHIBITOR" means the EXHIBITOR, it's employees, agents, representatives, and any Exhibitor Appointed Contractor ("EAC").

2. FERN'S RESPONSIBILITIES: FERN shall be responsible only for those services which it directly provides. FERN assumes no responsibility for any persons, parties or other contracting firms not under FERN'S direct supervision and control. FERN'S performance hereunder is subject to, and FERN shall not be responsible for loss, delay or damage due to strike, lockouts, work stoppages, natural elements, vandalism, Acts of God, civil disturbances, disruptions in the financial or capital markets, power failures, explosions, acts of terrorism or war, or for any other cause beyond FERN'S reasonable control, nor for ordinary wear and tear in the handling of materials. FERN will provide material handling services as the EXHIBITOR'S agent, not as bailee or shipper, and shall have no responsibility or obligation thereunder and EXHIBITOR accepts responsibility thereof.

3. PACKAGING AND CRATES: FERN shall not be responsible for damage to loose or uncrated materials, pad-wrapped or shrink-wrapped materials, glass breakage, concealed damage, carpets in bags or poly or improperly packed materials. In addition, FERN shall not be responsible for crates and packaging which are unsuitable for handling, in poor condition or have prior damage. Crates and packaging should be of a design to adequately protect contents for handling by forklift and similar means.

4. STORAGE: FERN assumes no liability for loss or damage to crates or containers or the contents therein while containers are in storage.

- **Empty Storage:** Empty container labels will be available at the show site service desk. Affixing labels to the containers is the sole responsibility of the EXHIBITOR or its representatives. All previous labels should be removed or obliterated. FERN assumes no responsibility for EXHIBITOR's failure to follow the above procedures; removal of containers with old empty labels or without FERN labels; shipping of containers with improper information or empty labels; or the removal or disposition of materials stored in containers with empty labels. It is understood that the labels are used for storage of EMPTY containers only and FERN shall not be liable for loss or damage to any contents while containers are in storage, or for any mislabeled containers.
- **Accessible Storage:** FERN shall have no liability for loss or damage to EXHIBITOR'S materials while in accessible storage. It is understood that storage charges are for the use of the space and are not a form of insurance or a guarantee of security.
- **Cold Storage:** Goods requiring cold storage are stored at EXHIBITOR'S own risk. FERN shall not be liable or responsible for items in cold storage.

5. INBOUND SHIPMENTS: Consistent with trade show industry practices, there may be a lapse of time between delivery of shipments to the booth and the arrival of EXHIBITOR or its representatives, and during such time the material will be left unattended. FERN will not be responsible or liable for any loss, damage, theft, or disappearance of EXHIBITOR'S materials after same have been delivered to EXHIBITOR'S booth at the show site. FERN shall not be liable for shipments received without individual freight bills, such as UPS, FedEx or other carriers who deliver in bulk and do not wait for shipment count and condition to be verified for individual shipments. Such shipments will be subject to verification and correction of count and condition and FERN'S receiving paperwork indicating any exceptions as delivered shall take precedence over shipper's signature of receipt.

6. OUTBOUND SHIPMENTS: Consistent with trade show industry practices, there may be a lapse of time between the completion of packing and the actual pick-up of materials from the booth for loading onto a carrier, and during such time the material will be left unattended. FERN will not be responsible or liable for loading onto a carrier, and during such time the materials before same have been picked up for reloading at the conclusion of the event. FERN recommends that the EXHIBITOR engage security services from the facility or show management. All Material Handling Forms submitted to FERN by EXHIBITOR will be checked at the time of pick-up from the booth and corrections will be made where discrepancies exist between the quantities of items on any form submitted to FERN and the actual count of such items at the booth at the time of pick-up. FERN retains the right to dispose of materials left on the show floor without liability if left unattended, left without labels or not correctly labeled.

7. DELIVERY TO THE CARRIER FOR RELOADING: **F**ERN assumes no responsibility for loss, damage, theft or disappearance of EXHIBITOR'S materials after same have been delivered to EXHIBITOR'S appointed carrier, shipper or agent for transportation after the conclusion of the show. FERN loads materials onto the carrier under directions from the carrier or driver of that carrier. Any loading onto the carrier will be understood to be under the exclusive supervision and control of the carrier or driver of that carrier. FERN assumes no responsibility or liability for loss, damage, theft or disappearance of EXHIBITOR'S materials that is caused by, arises out of or related to improperly loaded materials.

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8. DESIGNATED CARRIERS: In order to expedite removal of materials from show site as required by show management and/or the facility, FERN shall have the authority to change the EXHIBITOR designated carrier if that carrier does not pick-up the shipment at the appointed time. Where no disposition is made by EXHIBITOR, materials may be taken to a warehouse to await EXHIBITOR'S shipping instructions, and/or consigned to carrier of Fern's choice and EXHIBITOR agrees to be responsible for charges relating to such rerouting and handling. In no event shall FERN be responsible for any loss resulting from such rerouting designation.

9. INSURANCE: It is understood that FERN is not an insurer. Insurance on exhibit materials, if any, shall be obtained by the EXHBITOR, at its sole costs and expense from a third-party insurance provider. EXHIBITOR agrees to provide FERN with a release of subrogation to the extent of any insurance settlement received.

10. CLAIMS FOR LOSS: EXHIBITOR agrees that in order to have a valid claim, notice of loss or damage to materials must be given to FERN or its agent within 24 hours of occurrence of the incident or prior to show close/removal, whichever is later. All claims, must be submitted in writing within 60 days of the Close of the show and include facts sufficient to identify the materials, asserting liability for alleged loss or damage and documentation of a specified or determinable amount of money. All claims reported after 60 days will be rejected. In no event shall suit or action be brought against FERN more than one (1) year after the date of loss or damage occurred. Damage reports, incident reports, inspection reports, notations of shortages or damage on freight bills or other documents do not constitute filing of a claim. (a) PAYMENT FOR SERVICES MAY NOT BE WITHHELD. In the event of any dispute between EXHBITOR and FERN relative to any loss, damage or claim, EXHIBITOR shall not be entitled to and shall not withhold payment or any partial payment due FERN for its services as an offset against the amount of any alleged loss or damage. Any claims against FERN shall be considered separate transactions and shall be resolved on their own merits. (b) MAXIMUM RECOVERY. If found liable for any loss, FERN'S sole and exclusive MAXIMUM liability for loss or damage to EXHIBITOR'S materials and EXHIBITOR'S sole and exclusive remedy is limited to $.10 (USD) per pound per article with a maximum liability of $50.00 (USD) per item, or $1,000 (USD) per shipment, whichever is less. (c) BREACH OF CONTRACT AND/OR NEGLIGENCE ONLY. FERN'S liability shall be limited to any loss or damage which results solely from FERN'S gross negligence in the actual physical handling of the items compromising the EXHIBITOR'S shipment(s) OR which results from BREACH OF THIS CONTRACT and not for any other type of loss or damage. In no event shall FERN be liable to the EXHIBITOR or to any other party for special, collateral, exemplary, indirect, incidental, consequential or punitive damages. Whether such damages occur either prior or subsequent to, or are alleged as a result of, tortuous conduct, failure of the equipment or services of FERN or breach of any of the provisions of this Agreement, regardless of the form of action, whether in contract or in tort, including strict liability and negligence, even if FERN has been advised or has notice of the possibility of such damages, or for any damages caused by EXHIBITOR'S failure to perform EXHIBITOR'S responsibilities. Such excluded damages include but are not limited to loss of profits, loss of use, interruption of business or other consequential or indirect economic issues.

11. DECLARED VALUE: Declarations of declared value are between the EXHIBITOR and the selected carrier ONLY and are in no way an extension of FERN'S maximum liability stated herein. FERN will use commercially reasonable efforts to transmit the declared value instructions to the selected carrier, however, FERN will not be liable for any claim arising from the transmittal of, or failure to transmit, declared value instructions to the carriers, nor for the failure of the carrier to uphold the declared value or any other term of carriage.

12. JURISDICTION: This contract shall be construed under the laws of the State of Ohio without reference to the conflicts of laws principles thereof. FERN and EXHIBITOR hereby consent to the executive jurisdiction and venue of the federal or state courts having jurisdiction over Hamilton County, Ohio for all actions or suits related to the interpretation or enforcement of the Agreement.

13. INDEMNIFICATION: EXHIBITOR agrees to indemnify, defend and forever hold harmless FERN and its employees, directors, officers and agents from and against any and all demands, claims, causes of action, fines, penalties, damages (including consequential), liabilities, judgments and expenses including but not limited to reasonable attorney's fees and investigation costs on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed by any of the following: EXHIBITOR'S negligent supervision of any labor secured through FERN or the negligent supervision of such labor by any of the EXHIBITOR'S employees, agents, representatives, customers, invitees and/or any EAC.

- EXHIBITOR'S negligence, willful misconduct, or deliberate act, or the negligence, willful misconduct, or deliberate act of the EXHIBITOR's employees, agents, representatives, customers, invitees and/or any EAC at the show or exposition to which this contract relates, including but not limited to the misuse, improper use, unauthorized alteration or negligent handling of FERN'S equipment.
- EXHIBITOR'S violation of federal, state, county or local ordinances.
- EXHIBITOR'S violation of show regulation and/or rules as published and set forth by the facility and/or show management.
- WAIVER AND RELEASE. EXHIBITOR, as a material part of the consideration to FERN for material handling services, waives and releases all claims against FERN with respect to all matters for which FERN disclaimed liability pursuant to the provisions of this Agreement.

terms & conditions

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FERN TRANSPORTATION SERVICES

MOTOR CARGO SERVICE REQUEST AND SHIPPING INSTRUCTIONS CONTRACT

This Contract establishes your legal obligations with regard to the property described herein being shipped with Fern Transportation. It specifically limits your rights and possible recovery if your property is lost or damaged. You must accept all terms and conditions of this Contract. You confirm that you have read and agree with all the terms and conditions of this Contract by receipt without contest. This Contract may not be waived or varied, except in writing, and then only by an authorized representative of Fern.

1. DEFINITIONS: In this Contract, "Fern" means Fern Exposition & Event Services, and its respective employees, officers, directors, agents, assigns, affiliated companies, and related entities including any contractors appointed by Fern. The term "Shipper" means the person or business for whom the property is being transported, and includes their respective employees, officers, directors, agents, assigns, affiliated companies, and contractors appointed by the Shipper, excluding only Fern. "Property" is all objects of any type received from the Shipper for transport by Fern as described herein. "Consignee" is the party to whom Shipper has designated the goods are to be delivered.

2. FINAL CONTRACT BETWEEN THE PARTIES: In exchange for Shipper's payments and Fern's services, which the parties have specified in this Contract, Fern and Shipper each agree that this Contact shall govern their respective rights and obligations regarding transportation of Shipper's property. This Contract shall take effect when the property first comes into the physical possession of Fern for inbound shipments and after loading on the applicable carrier for outbound shipments, and the responsibility of Fern under same shall end when the property has been placed in the possession of the Consignee or the Consignee's designated agent. If any part or provision of this Contract is found by a court of competent jurisdiction to be void or unenforceable, the remainder of the Contract shall continue in full force and effect.

3. FERN'S RESPONSIBILITIES UNDER THE CONTRACT ARE LIMITED: Fern shall not be responsible for the performance of individuals or firms who are not under the direct supervision or control of Fern. Fern shall not be responsible for events or causes of loss, delay, or damage beyond its reasonable control, including (by way of illustration only, and not as a limitation on the breadth of this clause), strike, lockout, work slowdown or stoppage, power failure, breakdown of plant or machinery, facility failure, vandalism, theft, Act of God, effect of natural elements, riot, civil commotion or disturbance, terrorism, act of war or belligerent parties, and any other cause or causes beyond the reasonable control of Fern. Fern shall not be liable for delay caused by highway obstructions, or faulty or impassable highways, or lack of capacity of any highway, bridge, or ferry, or caused by breakdown or mechanical defects of vehicles or equipment, or from any cause other than the negligence of Fern. Fern shall not be bound to transport by any particular schedule, means, vehicle or otherwise, other than with reasonable dispatch.

4. PACKAGING AND CRATES: Shipper's property must be well packaged for safe and secure handling, storage and shipment using ordinary care. Fern makes neither representation nor any warranty regarding the acceptability or suitability of any packaging system or procedure that Shipper might use for its property. Fern shall not be responsible for damage to loose or uncrated materials, pad wrapped or shrink-wrapped materials, glass breakage, concealed damage, carpets in bags or poly, or improperly packed or labeled materials. Crates and packaging should be of a design to adequately protect contents for handling by forklift and similar means. General guidance as to acceptable packaging systems and procedures may be found in publications such as the National Motor Freight Classification, published by the National Motor Freight Traffic Association.

5. PERISHABLE GOODS: Goods of a perishable nature are carried in dry trailers without environmental or atmospheric control or other special services unless Shipper states on the face of the "Service Request and Shipping Instructions" that the goods are to be carried in a refrigerated, heated, specially ventilated or otherwise specially equipped trailer. This carriage may be subject to additional charges. Shipper is responsible for bringing the goods to the proper temperature before loading the goods into the trailer, for the proper stowage of the goods within the trailer, and for setting the temperature (including maintenance and repair), during all times after the trailer is spotted by Fern and before the trailer is received by Fern. Fern is not responsible for product deterioration caused by inherent vice, defects in the merchandise or transit times in excess of product shelf life. Refrigerated, heated, specially ventilated or otherwise specially equipped trailers are not equipped to change the temperature of goods (they are equipped only to maintain temperature). Shipper will give written notice of requested temperature setting of the thermostatic controls before receipt of the goods by Fern. When a loaded trailer is received, Fern will verify that the thermostatic controls are set to maintain trailer temperature as requested. Fern is unable to determine whether the goods were at the proper temperature when they were loaded into the trailer or when the trailer is delivered to Fern. Air temperature at the unit sensor will be maintained within a proper range of plus or minus 5 degrees Fahrenheit of the temperature requested by Shipper on the face of the "Service Request and Shipping Instructions" if the goods were at that temperature when loaded into the container and if the temperature controls were properly set when the container was loaded.

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6. REFUSED SHIPMENTS: If the Consignee refuses a shipment tendered for delivery or if Fern is unable to deliver a shipment because of fault or mistake of Fern, Fern's liability shall then become that of a warehouseman. (a) Fern shall promptly attempt to provide notice, by telephonic, electronic or written communication as provided on the face of these shipping instructions, if so indicated, to Shipper or the party, if any, designated in these instructions to receive notice. (b) Storage charges, if applicable, shall start no sooner than the next business day following the attempted notification. Storage may be, at Fern's option, in any location that provides reasonable protection against loss or damage. Fern may place the shipment in public storage at the owner's expense and without liability to Fern. (c) If Fern does not receive disposition instructions within 48 hours of the time of Fern's attempted first notification, Fern will attempt to issue a second and final confirmed notification. Such notice shall advise that if Fern does not receive disposition instructions within 10 days of that notification, Fern may offer the shipment for sale at a public auction and Fern has the right to offer the shipment for sale. The amount of sale will be applied to Fern's invoice for transportation, storage and other lawful charges. Shipper will be responsible for the balance of charges not covered by the sale of the goods. If there is a balance remaining after all charges and expenses are paid, such balance will be paid to the owner of the property sold hereunder, upon claim and proof of ownership. (d) Where Fern has attempted to follow the procedure set forth above and the procedure is not possible, nothing shall be construed to abridge the right of Fern, at its option, to sell the property under such circumstances and in such manner as may be authorized by law. (e) When perishable goods cannot be delivered and disposition is not given within a reasonable time, Fern may dispose of property to the best advantage. When Fern is directed by Consignee or Consignor to unload or deliver property at a particular location where Consignor, Consignee, or the Agent of either is not regularly located, Fern's liability for the shipment shall terminate after unloading or delivery.

7. INSURANCE: Fern IS NOT AN INSURER. Shipper is responsible for obtaining insurance for its property. Fern provides no insurance for Shipper or its property.

8. LIMITATION ON SHIPPER'S RECOVERABLE DAMAGES: Shipper understands that even if Shipper's property is lost, stolen, or damaged, Fern does not pay replacement or restoration cost of any property. **FERN'S MAXIMUM LIABILITY SHALL BE THE AMOUNT OF PROVEN ACTUAL VALUE NOT EXCEEDING THE LOWER OF THE FAIR MARKET VALUE (THE "FAIR MARKET VALUE" EQUALS THE AS IS WHERE IS PRICE FOR THE PROPERTY AT THE LOCATION OF THE SHOW TO WHICH PRICE A WILLING BUYER AND A WILLING SELLER WOULD AGREE IN AN ORDINARY COURSE OF BUSINESS, ARM'S LENGTH SALE.) OR $25.00 (USD) PER POUND (SHIPMENTS MOVING VIA GROUND) AND $.50 (USD) PER POUND (SHIPMENTS MOVING VIA SECOND/NEXT DAY AIR) AND SHALL NOT EXCEED $100.00 PER PIECE OF CARGO LOST OR DAMAGED UNLESS AT THE TIME OF SHIPMENT SHIPPER MAKES A DECLARATION OF VALUE FOR CARRIAGE IN THE SPACE DESIGNATED ON THE SHIPPING INSTRUCTIONS AND PAYS THE APPROPRIATE VALUATION CHARGE.** Even if Shipper has made a declaration of value, liability shall never exceed the depreciated original invoice value or the fair market value of the property, whichever is less. The value per pound for applying declared valuation charges shall be determined by dividing Shipper's declared value for carriage by the actual weight of the shipment. In all cases not prohibited by law, where a lower value than the actual value of the said property has been stated in writing by Shipper or has been agreed upon in writing as the released value of the property upon which the rate is based, such lower value plus freight charges, if paid, shall be the maximum recoverable amount for loss or damage. Notwithstanding the above limitations, all shipments containing the following items of extraordinary value are limited to a maximum declared value of $500.00 (USD): (a) Artworks and objects of art, including without limitation, original paintings, drawings, etchings, watercolors, tapestries and sculptures or prototypes; (b) Clocks, jewelry, including costume jewelry, furs, and fur trimmed clothing; (c) Personal effects, including without limitation, papers and documents; or (d) Coin money, currency, gift certificates, debit cards, credit cards, and any other items of extraordinary value. Any declared value in excess of the maximums allowed herein is null and void, and the acceptance by Fern for carriage of any shipment with a declared value in excess of the allowed maximums does not constitute a waiver of these maximums. In any event, (excluding small package program shipments) **FERN's MAXIMUM LIABILITY WILL NEVER BE MORE THAN $100,000 PER SHIPMENT.** Shipper understands that even if Shipper is not able to participate or fully participate in a Show due to loss of, theft of, or damage to their property, Fern shall not be liable or responsible for damages identified by the terms (by way of example only and not in limitation of the breadth of this clause) such as the following: consequential damages, loss of use damages, loss of profits damages, business interruption damages, delay damages, special damages, collateral damages, exemplary damages, damages awarded for gross negligence, direct damages, indirect damages, or damages for failure of performance, breach of contract damages, fraud damages, or any other sort of damage for tort or breach of contract. This limitation shall bind the parties: **(A) WHENEVER OR WHEREVER THE CLAIMED LOSS OR DAMAGE MAY OCCUR; (B) EVEN THOUGH THE ALLEGED LOSS OR DAMAGE IS CLAIMED TO RESULT FROM NEGLIGENCE, STRICT LIABILITY, PRODUCTS LIABILITY, BREACH OF CONTRACT, BREACH OF STATUTE OR REGULATION, OR ANY OTHER LEGAL THEORY OR CAUSE, AND; (C) EVEN THOUGH FERN MAY HAVE BEEN ADVISED OR BE ON NOTICE OF THE POSSIBILITY OR EVEN THE PROBABILITY OF SUCH DAMAGES.**

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9. SHIPPER'S RESPONSIBILITIES AND INDEMNIFICATION: (a) Shipper must pay in full for the services rendered under this Agreement at the time the services are requested. The existence of a dispute between Shipper and Fern relative to any claim or other matter shall have no bearing on this duty of payment. No claim may be submitted by or on behalf of Shipper to Fern unless Shipper's account is current. (b) Shipper understands and acknowledges that Fern does not accept or transport illegal or hazardous materials of any kind or nature. Shipper warrants and will ensure that its property is inert, and contains no Hazardous Substances, Hazardous Materials, Chemicals, Gasses, Explosives, Radioactive Materials, Biologically hazardous agents, or any other substance, matter or object in any form that could pose a threat to the health or safety of Fern persons, property, or the public welfare in general. Such goods may be warehoused at owner's risk and expense or destroyed without compensation. (c) Shipper shall defend and indemnify Fern, its employees, directors, officers, and agents from and against any and all demands, claims, causes of action, fines, penalties, damages (including consequential), liabilities, judgments, and expenses (including but not limited to reasonable attorneys‟ fees and investigation costs) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any of the following: Shipper's negligence, willful misconduct, or deliberate act; Shipper's violation of Federal, State, County or Local ordinances; Shipper's violation of Show Regulations and/or Rules as published and set forth by Facility and/or Show Management; and/or Shipper's failure to comply with subsection (b) of this section regarding the inclusion of any dangerous substances in the property placed with Fern.

10. CLAIMS: Claims must be filed in writing within nine (9) months after the date of delivery of the property (or in the case of export traffic, within nine (9) months after delivery at the port of export), except that claims for failure to make delivery must be filed within nine (9) months after a reasonable time for delivery has elapsed. Suits for loss, damage, or delay shall be instituted against Fern no later than two (2) years and one (1) day from the day when written notice is given by Fern to the claimant that Fern has disallowed the claim or any part or parts of the claim specified in the notice. Shipper shall deliver notice of claim for loss or damage by hand, U.S. mail, courier, facsimile, or electronic means to Fern Transportation: 645 Linn Street, Cincinnati, OH 45203, as soon as loss or damage is discovered. The notice of claim shall invite a prompt joint survey of the damage, at a time and place to be agreed between the parties, and such survey shall go forward promptly. However, if in any case the property is received by the Consignee or the Consignee's agent without notice of loss or damage to property being served on Fern within 15 calendar days of the receipt of the property, it is agreed between Fern and Shipper that in that instance the presumption shall arise that the property was delivered in proper quantity and in good condition. Claims filed more than nine (9) months following the date on which the property was delivered or should have been delivered are agreed to be forever time barred.

11. CHOICE OF FORUM / ARBITRATION: THIS CONTRACT SHALL BE CONSTRUED UNDER THE LAWS OF THE STATE OF OHIO WITHOUT GIVING EFFECT TO ITS CONFLICT OF LAWS RULES. EXCLUSIVE VENUE FOR ALL DISPUTES ARISING OUT OF CONTRACT, TORT, COMMON LAW OR RELATING TO THE ENFORCEMENT OR INTERPRETATION OF THIS CONTRACT SHALL RESIDE IN A COURT OF COMPETENT JURISDICTION IN CINCINNATI, OHIO. Notwithstanding anything herein to the contrary, any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be exclusively settled by arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules and judgment on the award rendered by the arbitrator(s) may be entered by any court having jurisdiction thereof.

12. MISCELLANEOUS: (a) Shipper warrants the accuracy of the weight and dimension data furnished in this Contract; (b) Shipper understands that once its property is shipped by Fern pursuant to the instructions contained in this Contract, Shipper has no right to control the shipment, stop the shipment in transit, or divert or reschedule same. (c) Shipper agrees that this Contract may be provided to any third party, including common or contract carriers of cargo by air, water, rail, or road, for the purpose of confirming the right of Fern to control the handling of the property and all matters related to payment for the shipment. Shipper agrees that all shipments are subject to correction and final charges determined by the actual or re-weighed weight of the shipment.

BILL OF LADING LISTED TERMS

SHIPMENTS MOVING VIA NEXT DAY/SECOND DAY: Liability will be limited to $0.50 per pound and shall not exceed $100.00 per piece under any circumstances.

SHIPMENTS MOVING VIA GROUND TRANSPORTATION: Exhibitor agrees (i) Forwarder's liability to Exhibitor shall be limited to $25.00 per pound per package and shall not exceed $100,000 under any circumstances; and (ii) Forwarder shall have no liability for special, incidental, PUNITIVE or consequential damages arising from any loss, damage, mis-delivery or delay of shipment HOWEVER CAUSED.

DECLARED VALUE: Available at the exhibitor's expense at the rate of $4.25 per $100.00 of value declared. Minimum charge of $100.00.

RE-ROUTED FREIGHT: If exhibitor's requested carrier fails to pick-up shipment Fern reserves the right to re-route/re-consign freight to carrier of Fern's choice. Any freight left or abandoned on the show floor will be returned to warehouse and/or consigned to carrier of Fern's choice at exhibitor's expense. Additional COD charges will apply. Fern reserves the right to use any payment method on file (including credit cards). All Shipping charges and weights are estimates until the shipment is delivered.

Fern is not responsible for shipments left in booth by exhibitor. We will count and ship pieces as we find shipment when we remove from exhibit hall. Exhibitors must insure themselves against loss or theft.

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TC-06

Client Utilities Department
500 North High Street
Columbus, Ohio 43215
Voice: (614) 827-2548
Fax: (614) 827-2658

Credit Card Payment Authorization Form

Name of Event _____Booth# _____

Company Name _____Phone # _____

Address _____

City _____State _____Zip _____

Credit Card Billing Information

Cardmember's Name _____
Please Print

Cardmember's Billing Address_____
Please Print

City _____State _____Zip _____

Apply Charges to: American Express ___ Visa ___ Master Card ___ Discover ___

Account #: __ __ __ __ - __ __ __ __ - __ __ __ __ - __ __ __ __

Expiration Date: __ __ / __ __ (MM/YY)

I acknowledge that the above information is accurate and that I am an authorized signer of the account. I hereby authorize the Greater Columbus Convention Center to charge the above credit card account for all charges incurred during the above event (including all telephone calls made on GCCC telephone service).

Cardmember's Signature: _____

This form is for Client Utility/Exhibitor use only.

GREATER COLUMBUS CONVENTION CENTER

EXHIBITION SERVICES ORDER FORM

SMG MANAGED FACILITY

Return to and make check payable to:
Greater Columbus Convention Center
Client Utilities Dept.
400 North High Street
Columbus, Ohio 43215
614-827-2548/2644
Fax 614-827-2658
cutilities@columbusconventions.com

Name of Exhibition or Show: _____ Booth No. _____

Firm/Booth Name: _____ Show Dates _____

Address: _____ E-mail: _____ Phone No. _____

City: _____ State: _____ Zip: _____

Ordered By: _____ Signature: _____ Date: _____
(Print or Type)

Signature of Requesting Party on order form indicates acceptance of terms and conditions on reverse side.

PAYMENT NOTICE: ADVANCE RATES apply only to orders paid in full and received 12 DAYS PRIOR TO THE FIRST SCHEDULED MOVE–IN DAY
STANDARD RATES must be paid for all other orders. NO EXCEPTIONS

ALL ORDERS MUST BE PAID IN FULL WITH U.S. FUNDS

ALL ORDERS MUST BE MAILED, FAXED, ONSITE, OR ONLINE. (www.columbusconventions.com)
IF FORMS ARE FAXED, PLEASE DO NOT MAIL.

CLEANING SERVICES

Payment Must Accompany Order

Individual Cleaning for your booth may be ordered by filling in the blanks below. Charges based upon **GROSS** Exhibit size of each booth per day. Cost based on 10 x 10 booth size minimum. Tax rate of 7% is applicable*.

(Total square footage of each booth **X** number of showdays **X** square footage rate = total cost)

Total Cost

Vacuuming once before inital opening of show.

(Sq. Ft. of ea. Booth) _____ X ($0.25 Sq.Ft. Rate) _____

Vacuuming once before initial opening of show and daily thereafter (booths under 600 sq. ft. per day).

(Sq. Ft. of ea. Booth) _____ X (# of days show will be open) _____ X ($0.20 Sq.Ft. Rate) _____

Vacuuming once before initial opening of show and daily thereafter (booths over 600 sq. ft. per day).

(Sq. Ft. of ea. Booth) _____ X (# of days show will be open) _____ X ($0.15 Sq.Ft. Rate) _____

**Cleaning Tax 7.5%*
*(*Tax Rate Subject to Change)*

Tax _____

NO VACUUM ORDERS TAKEN ONSITE 1½ HOURS PRIOR TO OPENING OF SHOW.

Total _____

GRAND TOTAL DUE $ _____

SEE REVERSE FOR CONDITIONS AND REGULATIONS

PAYMENT INFORMATION - Payment Must be in U.S. Funds

_____ Check # _____

_____ Credit Card/Visa/MC/AE/Discover
Complete GCCC credit card authorization form.

OFFICE USE ONLY

_____ Pre-Order _____ On-Site Order

_____ Received By _____ Date:

_____ Equipment Installed By _____ Date: _____ Time

_____ Posted By _____ Date _____ Exh#

ALL ORDERS MUST BE PAID IN FULL PRIOR TO OPENING OF FIRST DAY OF SHOW

GREATER COLUMBUS CONVENTION CENTER
IMPORTANT CONDITIONS AND REGULATIONS

PAYMENT NOTICE:

ADVANCE RATES **apply only to order paid in full and received 12 DAYS PRIOR TO THE FIRST SCHEDULED MOVE-IN DAY**

STANDARD RATES **must be paid at move-in for all orders.** **NO EXCEPTIONS**

ALL ORDERS MUST BE PAID IN FULL WITH U.S. FUNDS BY OPENING OF FIRST DAY OF SHOW

All terms, conditions, and rates on this form are subject to change at any time without notice.

CONDITIONS FOR PROCESSING SERVICE ORDER FORMS:

1. Payment IN FULL, IN U.S. FUNDS must accompany service order form.
2. All order form information must be completed in full for order to be processed. Incomplete order forms could result in processing delay resulting in slow service installation.
3. No service will be installed until full payment is received.
4. Cancellations:
   Refunds will be computed as follows:
   1. After installation of utilities - NO REFUND. Cancellation of exhibitor equipment and/or non-use does not justify refund.
   2. Refunds will be given on preorders up to 3 days prior to move-in of show.
5. Any returned check will have a $35.00 Returned Check Fee.

ALL REFUNDS WILL BE FORWARDED, BY MAIL OR CREDITED

ANY DISCREPANCIES OR DEVIATIONS FROM ORIGINAL ORDER MUST BE BROUGHT TO THE ATTENTION OF THE GREATER COLUMBUS CONVENTION CENTER SERVICE DESK, PRIOR TO THE OPENING OF THE FIRST DAY OF THE SHOW!

RETURN TO & MAKE CHECK PAYABLE TO
GREATER COLUMBUS CONVENTION CENTER
CLIENT UTILITIES DEPT.
400 NORTH HIGH STREET
COLUMBUS, OHIO 43215
614-827-2548/2644
FAX 614-827-2658
cutilities@columbusconventions.com

ARAMARK
Greater Columbus Convention Center

Welcomes Exhibitors

Date:

Exhibitor Booth Service Menu

Date of Delivery _____ Delivery start time _____ End Time _____

Company Name _____ Onsite Contact _____

Booth Number _____

_____ Five Gallon Water Cooler (includes 1, 5 gal jug of water, 7oz. plastic cups) $60 per day

_____Additional Water Cooler Refills, $40 ea

_____Coffee, Decaf, Hot Tea with coffee condiments $46 per gal

_____Bottled Water,$4 ea

_____Assorted Sodas,$3 ea

_____Pastries & Bagels, $30 dz

_____Ice, 22lbs $40

_____Chips & Dip, $24 per lb.

_____Fresh Baked Cookies, $30 dz

_____Popcorn Machine Rental, $600
Includes 200 servings of popcorn, supplies & attendant for 4 hours

_____Cookie Oven Rental, $575
Includes 10dz cookies & attendant for 4 hours
*Logo imprinted bags & sleeves are available. Ask your sales manager for more details.

Boxed Lunches

_____Turkey Wrap, Chips, Cookie & Soda, $20

_____Ham Wrap, Chips, Cookie & Soda, $20

_____Tuna Salad Wrap, Chips, Cookie & Soda, $20

_____Vegetarian Wrap, Chips, Cookie & Soda, $20

_____Grilled Chicken Caesar Salad, Cookie & Soda, $20

_____ Assorted Veggies & Dip, $6 pp

_____ Assorted Cheeses & Crackers, $6 pp

_____ Assorted Fresh Cut Fruit, $6 pp

If you would like to host a reception in your booth please contact your sales manager for a customized menu.

All prices are subject to 21% service charge and applicable sales tax.

ARAMARK Columbus Convention Center
400 North High St
Columbus, Ohio 43215
Telephone 614-827-2717 /Fax 614-827-2708
Matt DeVries, Sales Manager

To expedite your order, please send both completed forms back.

Please place your order 2 weeks prior to the show start date. **A $25.00 delivery fee will be applied to all orders.**

Onsite orders will be subject to an additional $75.00 service fee. All on-site orders will be subject to our time constraints however, all pre-order clients will be processed first.

Show Name	Show Dates	Booth Number

Company Name and Contact			
Address	**City**	**State**	**Zip**

Phone	Fax	Email

All Exhibitor Booth Service Orders must be paid in full prior to the opening of the show by Company Check, Visa, MasterCard or American Express.

CREDIT CARD AUTHORIZATION

Charge to MasterCard ____ Visa ____ American Express ____

Account Number CVV2 Code Expiration Date

Cardholder's Name & Billing Address

Cardholder's Signature

Following settlement of your account, via authorization, you will receive a copy of the transaction for your records.

Cultivate'14
An AmericanHort Experience

July 12–15, 2014
Greater Columbus Convention Center
Columbus, Ohio USA

X•Press Leads Exhibitor Success Kit

CDS CONVENTION DATA SERVICES®

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107 Waterhouse Road • Bourne, MA • 02532 • 800.548.9299 • www.ConventionDataServices.com

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Background

Why Exhibit

Exhibiting has long been an intergral part of a successful marketing plan for many companies. The ability to meet face-to-face is the most effective way to build relationships with prospects and clients. Exhibiting provides the perfect venue to indentify and collect sales leads, begin and further customer and colleague relationships, and promote your company brand.

Understanding Attendees

Today's attendee has changed from just a few years ago and expects an interactive event experience that begins before the show and lasts well after the event has ended.

Attendees today are maximizing every interaction and touchpoint at the events they attend. Pre-planning tools like social networking, exhibitor email invitations, exhibit floor mapping and scheduling allow attendees to make the most efficient use of their time onsite by researching exhibitors, sessions and other attendees months in advance.

This translates into attendees who have booked much of their onsite time and have predetermined to a large extent which exhibitors they are going to visit.
It is important to make sure that you, as an exhibitor, have gotten yourself onto attendee's itineraries. It is also imperative that your booth presentation be as welcoming as possible in order to attract who may not have planned on visiting you during the event.

Who Is In Charge?

Make sure that your exhibiting efforts pay off by assigning a single person to be in charge of the leads collection process. This person has several roles. They will set goals for the meeting, coordinate training for the booth staff, select the lead retrieval equipment, monitor and report on goals, and most importantly, make sure that leads are delivered into the right hands for follow up.

Today's Attendee Profile

- Is extremely focused on productivity
- Has researched exhibitors and pre-planned much of their time
- Has a list of targeted exhibitors to visit
- Has less time to visit exhibitors on the spur of the moment

Pre-show: Setting Goals

Aligning Exhibiting and Marketing Objectives

To achieve success at an event it is important to have an exhibiting presence that is compatible with your company's marketing plan. The company message and brand should be incorporated throughout the booth and fully support elements from the marketing program.

List of Exhibiting Objectives

The first step in creating a successful exhibiting game plan is to define your exhibiting objectives. Typical objectives include collecting qualified leads, reinforcing the company brand and announcing a new product launch.

Whatever your goals are, it is important to write them down in order to create a game plan that will meet your objectives.

Evaluating ROI

With an emphasis on Return on Investment (ROI), many options have emerged to help companies gauge the success of their exhibiting efforts.

There are several simple formulas for helping set goals and determining ROI that are explained in the following sections.

Setting a Leads Goal

When setting a goal for leads collection make sure it is realistic,taking into consideration the total number of anticipated attendees who could be qualified leads at the event. **When a goal is determined, create a method for tracking your efforts.** A simple spreadsheet is enough to determine if each booth staffer is meeting, missing or exceeding their individual lead goal.

Lead Goal Formula

Number of Exhibit Hours
x Number of Exhibit Staff
x Interactions Per Hour

= Total Lead Goal

Example

18 exhibit hours
x 3 exhibit staffers
x 4 leads collected per hour

= 216 leads to collect, 72 leads per staffer

Select an achievable number for your interactions per hour. Around four interactions is a reasonable number to use as a starting point. Each day onsite, review the number of leads collected and check against the goal. Discuss what daily changes can be made to help collect and qualify enough leads to meet your goal.

Pre-show: Setting Goals (cont'd)

Determining Leads Value

Reinforce the importance of leads to your booth staff and sales force doing the follow up by assigning a value to each lead. Incentives can be matched to lead collection and follow up.

Lead Value Formula

Total Lead Goal
- x Estimated Closing Percentage
- x Average Sale Value ($)

= Value of Leads (or potential revenue $)
÷ Total Lead Goal

= Total Value of Each Lead

Example

216 leads to collect
x .33 1/3 (33%) of leads that will buy
x $2500 average sale value

= $178,200 value of leads collected
÷ 216 leads to collect

= $825 value of each lead

Determining Cost Per Lead

Determining the cost per lead establishes the amount of money spent on collecting each lead. When compared to the value of each lead, ROI can be clearly established and tracked.

Cost Per Lead Formula

Cost of Exhibiting
(include space, booth, travel/entertainment, etc.)
÷ Number of Leads Collected

= Cost Per Lead

Example

$38,000 total exhibiting costs
÷ 216 number of leads

= $176 cost of each lead

Using the Lead Value and Cost Per Lead formulas, you can determine the return on investment that can be expected from exhibiting at the show. In our example, net revenue generated by the show is $140,200 (value of leads – cost of exhibiting). When subtracting the cost of each lead from the value of each lead, the example yields a value of $649 per lead.

Both the net show revenue and final value per lead clearly show the ROI for exhibiting. The crucial step is to make sure you reach your lead goals and convert those leads into sales.

Pre-show: Getting Ready

Ideal Lead Profile

Many salespeople consider leads from trade shows to be cold calls. This perception has developed due to a failure of the booth staff to collect all necessary information or fully qualify the leads that are collected. A good lead is more than just a scan of the badge. It requires verification that the scanned information is correct, confirmation that the lead is a decision maker or influencer interested in your products and services (a qualified lead) as well as the lead's desired follow up action.

In your plannning, define the information that is required from an ideal lead. Basic information will include the lead's name, company, position and contact information. Additional information requested by your sales team may include if the lead has purchased your products in the past, are they familiar with all your product families, etc.

Create a list of the questions that will qualify each lead as "ideal" and make sure there is a game plan or script for collecting the necessary information. This information can also be used for rating leads.

Custom Qualifiers

To get the greatest value from your leads and effectively evaluate your show ROI it is important to qualify each prospect that visits your booth. As important is indicating the correct follow up action that matches the prospect and will keep the sales process moving forward. When you order your XPress Leads unit there will be standard qualifiers and follow up actions pre-programmed into the device or software. Examples of these are included below.

You may choose to customize these qualifiers and follow up actions to match the unique needs of your organization. Samples of customized parameters are also outlined. Customizing these allows you to best identify hot leads for your fast follow up and conversion to sales.

Standard Qualifiers:

- Recommends
- Final Say
- Makes Purchase Decision
- Partial Interest
- Purchase in 30 days
- Purchase in 3 months
- Purchase in 6 months
- Ready to Purchase
- Immediate Need
- Order Placed at Show

Customized Qualifiers:

- Model A
- Model B
- Model C
- Send Catalog A
- Send Catalog B
- Send Catalog C
- North Coast Region
- West Coast Region
- Hot Lead
- Cold lead

Rating Leads

The easiest way to help sales successfully follow up—and to realize the value of the leads collected—is to establish a rating system to identify the quality of each lead.

Develop a simple system to rate leads based on the criteria that is most important to your sales team. For instance, if making sales is the ultimate goal of exhibiting, the important criteria would include "Decision Maker", "Ready To Buy", "Our Product Meets Their Needs"

Using this criteria, set up a lead rating system, for example:

Rank Your Leads

For greatest effectiveness assign point values to each rating.

Rating	Decision Maker?	Ready to Buy	Needs Met
A	Purchases	Yes	Yes
B	Recommends	30 Days	Most met
C	Influences	No	Some met

Prospect List

As stated in the background section of this document, today's attendee needs to make the best use of their time onsite. It is therefore important to make sure that your exhibit is on their list of places to visit. It is also important to make sure that the right prospects are going to be at the show.

The only way to ensure the right people are in attendance and that they come and visit you is to market to these people before the event starts. Regardless of the promotional channels you use, a list of prospects to target must be developed.

There are many sources, both internal and external, for building a prospect list. Consider these different sources when putting together your prospect list:

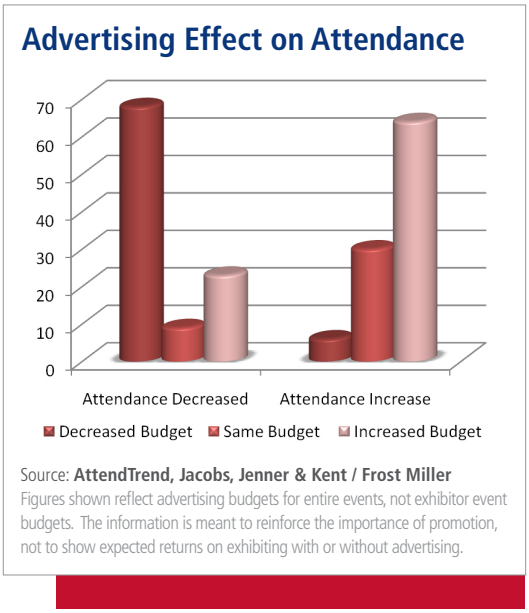
- Attendee list purchased from show management
- Last year's attendee list
- Company CRM list
- Company inquiries
- Distribution channel contacts
- Social networking site set up for the event
- Association membership list

The prospect list will act as the basis for your pre-show marketing efforts.

Pre-show: Getting Ready (cont'd)

Promotion

There is a sales axiom that states that the first time you contact someone you are a stranger, the second time an acquaintance, the third time a friend. Following this theory, your goal should be to touch each prospect three times before the event to get them to attend and visit your booth. Using a variety of communication techniques is most effective



Source: **AttendTrend, Jacobs, Jenner & Kent / Frost Miller**
Figures shown reflect advertising budgets for entire events, not exhibitor event budgets. The information is meant to reinforce the importance of promotion, not to show expected returns on exhibiting with or without advertising.

It cannot be emphasized enough how crucial pre-event marketing is to getting the attention of prospects.

The promotional message needs to support the goals of exhibiting as well as supporting your company's overall marketing plan. The message should also be clearly stated or illustrated in each piece of marketing material that is distributed for show promotion.

In addition to your primary message, each marketing piece should clearly display company name, products and services, the event name, dates and location, and how to find you at the event.

One of the best ways to get a response to your promotional campaigns is to include an incentive for the recipient to respond or take action, e.g. attend the event.

A promotional campaign can include a coupon or invitation to come by your booth to receive a special promotional item. Contests create a good response rate. For instance, choose prizes to give away each day of the show and allow campaign recipients to register online but require them to stop by your booth to collect the prize.

Promotional Vehicles

Once you have determined your audience and message, it is time to choose the right vehicles to deliver your information. There are many show specific options available in addition to traditional advertising avenues.

Traditional options include advertisements online and in periodicals, direct mail, email blasts, public relations and press releases, web ads and personal contact. Your message and exhibiting goals will help determine the best advertising approach for your business.

Event management has also put in place a variety of opportunities to reach prospects with your message.

Many shows have setup web sites that include a social networking component. Social networking allows attendees and exhibitors to search for individuals that match specific profile criteria and then make contact. In addition to sponsorships, exhibitors can contact qualified prospects directly either through the application's messaging system or by generating lists for mailing or emailing.

Pre-show: Getting Ready (cont'd)

Events offer a variety of sponsorship opportunities both onsite and pre-event through banner ads and mention on the event web site. Newsletters and show updates also commonly have sponsorship opportunities available to exhibitors.

Discuss with show management the different options that are available for reaching out to registrants and prospects. Associating your marketing efforts with those of the show puts your company in the context of the event and makes people more open-minded to your message.

Keys to Advertising Success

Touch prospects as frequently as possible.

Keep track of your advertising results.

Regardless of the advertising options you use, there are two important factors to keep in mind: 1) touch your prospects as frequently as possible—at least three times, and 2) keep track of your advertising results. The ease of tracking results varies, campaigns with contests where prospects respond or sign-up will be the easiest to track while magazine ads are more difficult.

Promotional Options from Convention Data Services

Convention Data Services in conjunction with show management offers several effective ways to market to prospects and build traffic to your booth.

X•Press VIP Evite

The X•Press VIP Program allows exhibitors to invite top prospects and clients to the event with a personalized individual email. An online administration area is given to exhibitors allowing them to track responses and acceptances from their VIPs.

X•Press eBlast

Convention Data Services offers the opportunity to send email blasts to either the attendee list you purchased or to the leads you collect at the show. An email blast program that can send either plain text or HTML emails. By planning these communications in advance and with the help of XPressLeads, you can focus your attention onsite and post show on engaging your prospects and developing strong relationships.

X•Press Exhibit Tracker

The X•Press Exhibit Tracker is a marketing program that sends a post-show email to attendees providing links and contact information of the exhibitor's booths they visited. Each exhibitor name is linked to a contact card with additional exhibitor details including a link to their company website. The Exhibit Tracker is free to exhibitors.

Training

Training of your booth staff plays a crucial role in the success of exhibiting. The booth staff is responsible for not only collecting leads, but asking the questions that qualify leads and determine if they are legitimate prospects. By holding one or more training sessions with the staff, you can ensure that the right information is collected and visitors leave your booth with a positive impression.

Role Playing

Creating a script and engaging in role playing is an effective way to prepare your staff. Develop a script that quickly and concisely solicits from each visitor the information deemed important by your sales staff—make sure all booth staff is aware of the qualifiers and follow up actions in your lead retrieval device so they can use this important tool to quickly and effectively qualify visitors.

Explaining Goals

Explain to staff members the goals and marketing message of exhibiting. The target leads goal for each staff member should be explained as well as the number of interactions per hour required to achieve the goal. A system of accountability should also be put in place to make sure each person achieves their assigned goals.

Familiarity with Equipment

Convention Data Services distributes leads equipment at the beginning of the event when exhibitors are first setting up their booths. Set aside time to train your booth staff on the use of the equipment. In order to achieve a relaxed and smooth interaction with prospects, staff members must be able to easily operate the equipment. Familiarity with how to update prospect information and enter responses to qualifying questions is important to fully qualifying each prospect.

Convention Data Services offers DITP (Delivery, Installation, Training and Pickup) service. Training for your entire staff is offered and is the most efficient way to make sure everyone is up to speed on equipment operation.

Onsite: Collecting Leads

Why Get Lead Retrieval from CDS

There are many methods for getting leads onsite. All the options, with the exception of X•Press Leads equipment, have flaws. Convention Data Services is the exclusive event supplier selected by show management. What this means is that Convention Data Services created the badges with all attendee information and our equipment is guaranteed to capture all of this important data.

Some of the most important information on the badge is not the name and contact information, but the demographic responses of the individual that can be collected only by using an X•Press Leads device. 3rd party vendors—including the equipment you own—are not setup to capture anything more than a badge number that would later have to be matched to a list of attendees to get contact information.

Getting Your Lead Device Setup and Running

Once your booth is set up, pickup your lead retrieval device and get it up and running. Each device has different requirements that range from simply plugging in the device to installing software on the PC that the device is connected to. Once the device is setup, try a few sample badge scans of your booth personnel to make sure the equipment is functioning properly. Also take a few moments to understand how to change the data that your equipment has scanned in order to be able to make modifications or add information to a lead's record.

Convention Data Services offers a DITP (Delivery, Installation, Training and Pickup) option with all leads equipment it rents. Purchasing this upgrade will save you time onsite and ensure that your equipment and staff are collecting leads smoothly.

Onsite: Collecting Leads (cont'd)

Scanning Leads and Updating/ Expanding Attendee Data

Between registration and attending the show, registrant's data can change. They can get a new phone number, change their email or may have typed something incorrectly during the registration process. After scanning a badge, it is a good idea to verify the information with the prospect to make sure everything is accurate.

Adding Notes

By typing in additional notes about a prospect, you can personalize the conversation and indicate specific details that will enhance your follow up post show. You can receive this important information electronically, which will help you keep all of your lead information together and in a usable format.

Evaluating Performance

On a daily basis, the booth team should get together and compare results against the goals that were set before the event. In cases where goals are not met, have discussions about what can be done to meet expectations. Discuss situations that affect the ability to collect leads and their complete information and decide on adjustments that will allow you to stay on track with your leads goal.

Post-show: Closing the Deal

Follow Up

Without follow up, all your preparation and expense will go to waste. Statistics show that up to 80% of leads collected at events never have any follow up. Without follow up, there is no way to close the deal. Prospects have already come to you at the event, it is now your responsibility to follow up with your leads.

Create a game plan for following up on leads as part of your pre-show preparations. If you have a plan in place before the show, follow up will be easier and can be executed immediately following the show or even while the show is still in progress.

Examples of follow up actions include:

- Send a personal email to each person who visited your booth.
- Call your hot leads to discuss next steps
- Send an email blast with your company's message to all qualified leads identifying next steps. X•Press Leads email blast can assist you with this.
- Send a direct mail postcard to all your leads keeping your company fresh in their mind.

When creating the follow up plan, it is a good idea to have different responses for different types of leads you collected. All leads could (and should) receive an email thank you immediately at the close of the show, or, if possible, the same day they visited the booth.

If a lead specifies a follow up timetable and method, be sure to follow their instructions.

All leads should receive some type of follow up contact within 1 week of the show close. The interest in your company and products diminishes quickly after the show closes when people return to their regular schedules. Timely follow up is absolutely critical to translating leads into sales.

Downloading and Managing Leads

The rental of X•Press Leads equipment comes with access to X•Press Leads Central an online leads management web site.

One business day after the event close, the leads you collect on X•Press Leads equipment will be posted to X•Press Leads Central. Use your show code and order number to enter the site and download a copy of your leads in CSV or Excel format. Both spreadsheet formats will import easily into virtually any CRM.

The URL for X•Press Leads Central is:
http://www.xpressreg.net/XpressLeads/login.asp

If you are missing your login information to the site, there is a text link on the login page to request an email with your information.

If your company does not have a CRM system, create a simple spreadsheet that lists leads on separate sheets based on region or sales person. Add columns to the spreadsheet that include who is responsible for working with the lead, follow up dates and methods, outcome of the follow up and next steps.

To help with your follow up efforts, you can order email blasts from Convention Data Services to be sent to your prospects that contain your unique message and personalization for each contact.

Post-show: Closing the Deal

Evaluating Exhibiting ROI

If you have completed the steps recommended in this document, you have already collected all the information necessary to determining your exhibiting ROI.

Use the formulas presented earlier in this document to determine ROI. Replace your goals and assumptions with the actual data from the show and recalculate to see exactly how much revenue was generated from the show as well as the true value of each lead that you collected. This information can be used for a variety of metrics related to the show that will help you evaluate and improve your exhibiting return.

Many sales take a while to go from contact to close. Keep your CRM or tracking spreadsheet up-to-date so that weeks or months from the close of the show, you can get a clear picture of your event ROI. Keep the information up-to-date until the next year's show and use the ROI worksheet as a starting point while planning and for post-event comparisons.

Post event, use the formulas in the previous sections of this document to compare goals to actual performance. If goals are met, the formulas and assumptions can be used for future events as a basis for setting new goals. If the goals are not met, discuss what needs to be done to make sure they are met in the future. For instance, if there was not enough traffic to the booth consider the amount of marketing you did before the event, was the booth and staff welcoming to prospects, etc.

METRICS

Why measure ROI?

- To document the value of show participation and results
- To identify additional opportunities that can increase revenue
- To evaluate relative results and success
- To plan enhancements for future shows and marketing initiatives

Using the X•Presss Leads interactive ROI worksheet at the end of this document can help you with this effort, and can be a key tool in maximizing your event success!

Exhibiting ROI Worksheet

Event Name		Leads Leader
Event Start Date	City, State	Leader Email
Event End Date	Location	Show Code
Hall Hours	Booth #	Login

Lead Goal

		Pre-Event Goal	Post-Event Actual
Number of Exhibiting Hours			
Number of Booth Staff	X		
Interactions Per Hour	X		
Total Lead Goal	=	0	0

Lead Value

		Pre-Event Goal	Post-Event Actual
Total Lead Goal		0	0
Average Closing Percentage	X		
Average Sale Value	X		
Total Leads Value	=	0.00	0.00
Total Lead Goal	÷	0	0
Total Value of Each Lead	=	0.00	0.00

Cost Per Lead

		Pre-Event Goal	Post-Event Actual
Cost of Exhibiting*			
Number of Leads Collected	÷		
Cost Per Lead	=	0.00	0.00

*Include all exhibiting expenses including booth, travel, entertainment, etc.

Event ROI

		Pre-Event Goal	Post-Event Actual
Total Leads Value		0.00	0.00
Cost of Exhibiting	–	0.00	0.00
Total Event ROI	=	0.00	0.00

Exhibiting ROI Worksheet

Event Name		Leads Leader
Event Start Date	City, State	Leader Email
Event End Date	Location	Show Code
Hall Hours	Booth #	Login

Exhibiting Objectives

Campaign Message(s)

Promotional Vehicles

- ☐ X•Press VIP Guest Pass
- ☐ X•Press Exhibitor Emails
- ☐ X•Press Email Blast
- ☐ X•Press Attendee List

Lead Rating

Criteria	Rating 4	3	2	1
Purchasing Role	Decides	Buys	Recommends	No Role

Ordering Information

Purchaser
Order Email
Order Number
Username
Password

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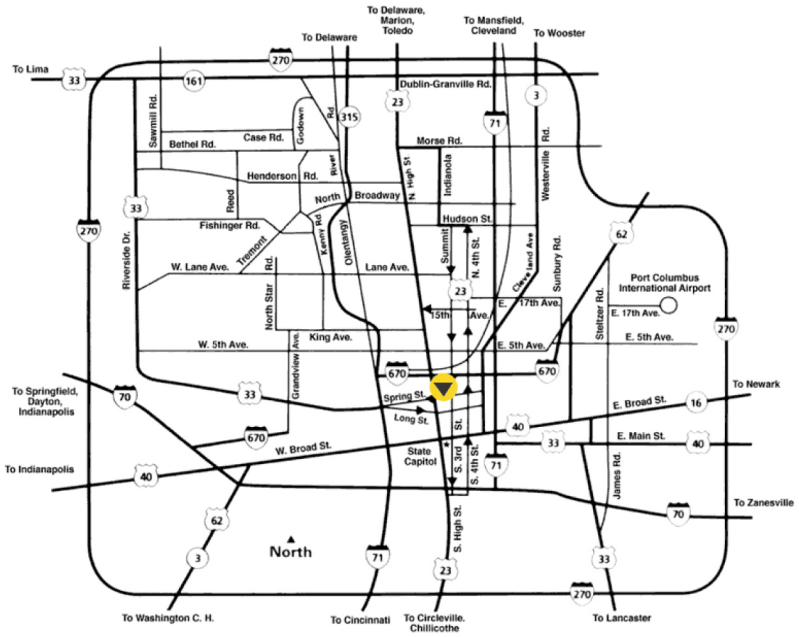
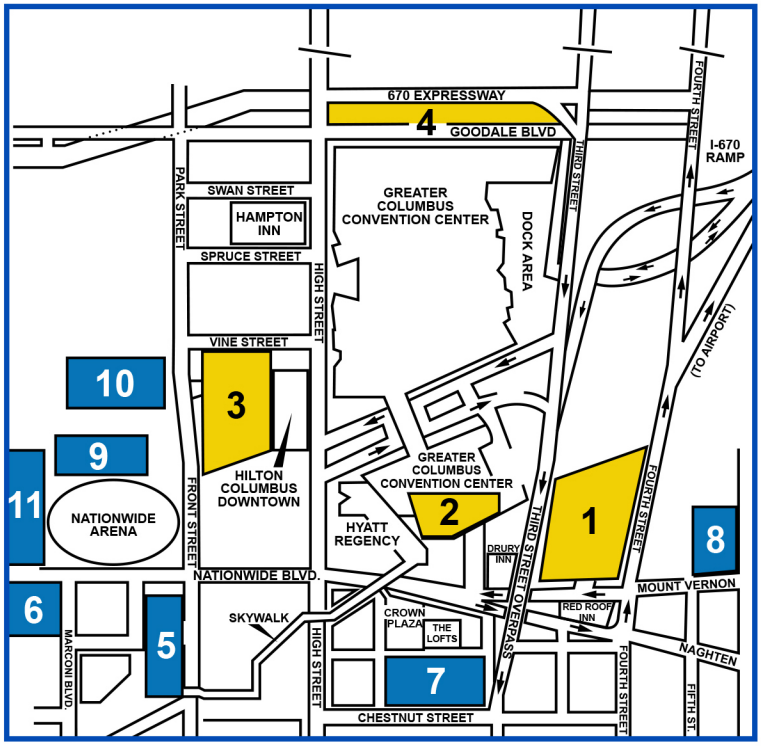
DIRECTIONS AND PARKING

DIRECTIONS

Driving directions and maps are also available on our website at www.columbusconventions.com





#1:	Columbus Convention Center East Surface Lot 900 Spaces
#2:	Columbus Convention Center South Garage 528 Spaces
#3:	Columbus Convention Center Vine Street Garage 1778 Spaces
#4:	Columbus Convention Center North Surface Lot 198 Spaces
#5:	Nationwide Parking Garage Front Street 3,050 Spaces
#6:	Nationwide Parking Marconi/Cinema Garage 1,600 Spaces
#7:	Nationwide Parking Garage Chestnut Street 1,650 Spaces
#8:	Boggs Park and Ride Surface Lot 350 Spaces
#9:	Arena Parking Garage 575 Spaces
#10:	Nationwide Parking Surface Lot 620 Spaces
#11:	Nationwide Parking Surface Lot/Parking Garage 1500 Spaces

HOW DO I GET TO THE CONVENTION CENTER?

From I-70 on the East (Wheeling)

Take I-70 West to the Fourth Street Exit
Travel North on Fourth Street to Nationwide Boulevard
Turn Left onto Nationwide Boulevard

From I-71 on the North (Cleveland)

Take I-71 South
Travel West on I-670 "109-A"
Take Exit "4-B" to the Greater Columbus Convention Center
Or
Take I-71 South to the Spring Street Exit
Travel West on Spring Street to Fourth Street
Head North on Fourth Street to Nationwide Boulevard
Turn Left onto Nationwide Boulevard

From I-71 on the South (Cincinnati)

Take I-71 North to I-70 East
Travel on I-70 East to the Fourth Street Exit
Head North on Fourth Street to Nationwide Boulevard
Turn Left onto Nationwide Boulevard

From I-70 on the West (Indianapolis)

Take I-70 East to the Fourth Street Exit
Head North on Fourth Street to Nationwide Boulevard
Turn Left onto Nationwide Boulevard

From the Port Columbus Airport

Take I-670 West
Exit at "4-B" to the Greater Columbus Convention Center

HOW DO I GET TO THE LOADING DOCKS?

To Battelle Hall

Take Route 315 South to I-670 East
Take I-670 East to the Third Street Exit
The Loading Docks are off to the Right
Or
Take High Street North to First, Turn Right
Take First to Summit, Turn Right
Summit becomes Third Street
Remain in the Far Right Lane of Third Street
Pass the exit to I-670
The Loading Docks are off to the Right

To Exhibit Hall C, D, E, and F

Take I-670 West
Exit at "4-B" to the Greater Columbus Convention Center
The Loading Docks are Directly In Front of the Exit
Or

Take High Street North to Goodale Blvd, Turn Right
Take Goodale to Convention Center Way, Turn Right
The Loading Docks are off to the Right